

COURSE OUTLINE

HMGT-201 Hospitality Sales and Marketing 2 Semester Hours

HOWARD COMMUNITY COLLEGE

Description

This course focuses on the application of marketing principles and techniques to the hospitality and travel industries. The student will examine how the marketing concepts of product, place, price and promotion can be effectively utilized in the hospitality industry. Practical application of promotion publicity, public relations and advertising is demonstrated in case studies and class assignments. (2 hours weekly)

Overall Course Objectives

Upon completion of this course, the student will be able to:

1. Compare product, sales, and marketing orientation strategies.
2. Utilize the role of the marketing mix and the 4 P's of marketing.
3. Describe the conflicts that can arise between marketing and operations departments.
4. Define the hospitality service marketing system and analyze the importance of an internal marketing system.
5. Compare and contrast the macro and microenvironment of hospitality marketing.
6. Define target markets.
7. Explain the different segmentation strategies used in marketing.
8. Apply the role of marketing information and research to the decision making process.
9. Define the concept of distribution.
10. Describe how feasibility studies are used in marketing.
11. Explain the role of various pricing strategies use in the hospitality industry.
12. Calculate a simple break-even analysis.
13. Explain the product life cycle and apply it to case studies.
14. Describe the communication mix and the role of advertising in marketing.
15. Explain the role of PR and personal selling in hospitality marketing.

Major Topics

- I. Approaches to the market
- II. Hospitality services
- III. Environments of hospitality marketing
- IV. Market segmentation
- V. Target marketing
- VI. Marketing information and research
- VII. Marketing strategy
- VIII. The marketing plan
- VIX. The hospitality product
- X. Distribution strategies
- XI. Location strategies
- XII. Pricing strategies in hospitality
- XIII. Advertising
- XIV. Sales
- XV. Personal selling
- XVI. PR
- XVII. Marketing at the unit level

Course Requirements

Grading/exams: Grading procedures will be determined by the individual faculty member but will include the following: final grades will be calculated on the basis of exams, quizzes, and class projects.

Other Course Information

This course is a Hospitality Management major area elective.