

HOSP-2380: HOSPITALITY MARKETING AND SALES

Cuyahoga Community College

Viewing: HOSP-2380 : Hospitality Marketing and Sales

Board of Trustees:

December 2021

Academic Term:

Fall 2022

Subject Code

HOSP - Hospitality Management

Course Number:

2380

Title:

Hospitality Marketing and Sales

Catalog Description:

Provides hospitality management students with solid background in principles of hospitality sales, advertising, and marketing. Textbook's main focus on strategies and sales techniques for selling to targeted market with emphasis on planned profits. Field trips may be required.

Credit Hour(s):

3

Lecture Hour(s):

3

Lab Hour(s):

0

Other Hour(s):

0

Requisites

Prerequisite and Corequisite

HOSP-1010 Introduction to the Hospitality Industry.

Outcomes

Course Outcome(s):

Construct a hospitality sales and marketing written sales plan and a professional interactive oral sales presentation.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Quantitative Reasoning: Analyze problems, including real-world scenarios, through the application of mathematical and numerical concepts and skills, including the interpretation of data, tables, charts, or graphs.

Objective(s):

1. Create a written hospitality sales and marketing plan that includes the following: marketing strategies, mission statement, competitive analysis, budgets, target markets, demographic, psychographic and geographic information as well as behavioral statements regarding consumers.
2. Give an oral presentation of a hospitality sales and marketing plan.
3. Define basic terminology used in marketing catering and sales activities.

Course Outcome(s):

Analyze sales and marketing problems and provide solutions based on a critical examination of marketing information.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Quantitative Reasoning: Analyze problems, including real-world scenarios, through the application of mathematical and numerical concepts and skills, including the interpretation of data, tables, charts, or graphs.

Objective(s):

1. Read and analyze hospitality sales and marketing case studies and create a rectifying plan summary of the case.
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Methods of Evaluation:

1. Progress tests
2. Individual projects
3. Team projects
4. Reports on field trips and guest speakers
5. Final exam
6. Classroom participation
7. Video reviews
8. Portfolio assignments

Course Content Outline:

1. Service Characteristics of Hospitality and Tourism Marketing
2. the Role of Marketing in Strategic Planning
3. The Marketing Environment
4. Managing Customer Information to Gain Customer Insights
5. Consumer Markets and Consumer Buying Behavior
6. Organization Buyer Behavior
7. Customer-Driven Marketing Strategy: Creating Value for Target Customers
8. Designing and Managing Products and Brands: Building Customer Value
9. Internal Marketing
10. Pricing: Understanding and Capturing Customer Value
11. Distribution Channels Delivering Customer Value
12. Engaging Customers and Communicating Customer Value and Advertising
13. Promoting Products: Public Relations and Sales Promotions
14. Professional Sales
15. Direct, Online, Social Media, and Mobile Marketing
16. Destination Marketing
17. Next Year's Marketing Plan

Resources

Abbey, James. (2014) *Hospitality Sales and Advertising*, East Lansing, MI: Educational Institute of the AH&MA.

Nykiel, Ronad. (2011) *Marketing in the Hospitality Industry*, East Lansing, MI: Educational Institute of the AH&MA.

Kotler, Philip. (2017) *Marketing for Hospitality and Tourism*, Boston, MA: Pearson.

Trade Journal. *Lodging*.

Trade Journal. *Successful Lodging Magazine*.

Trade Journal. *Restaurants and Institutions Meeting News*.

Resources Other

1. Website: American Hotel and Motel Association (AHMA): <http://www.ahma.com>
2. Website: Hotel Sales and Marketing Association International(HSMAI): <http://www.hsmai.org>
3. Website: Meeting Professionals International(MPI): <http://www.mpiweb.org>
4. Website: International Association of Convention and Visitors Bureaus (IACVB): <http://www.iacvb.org/iacvb.html>
5. Website: Smith Travel Research (STR): <http://www.str-online.com>
6. Videos. Closing the Sale; Making the Sales Call; Overcoming Objections; Preparing for the Sale

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