

COURSE OUTLINE

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9/22/08

DEPARTMENT:	Professional Technical Education
CURRICULUM:	BAS/hospitality Management
COURSE TITLE:	Hospitality Marketing
COURSE NUMBER:	HMG 303
TYPE OF COURSE:	Lecture
COURSE LENGTH:	1 Quarter
CREDIT HOURS:	5
LECTURE HOURS:	55
LAB HOURS:	0
CLASS SIZE:	30
PREREQUISITES:	Students must be enrolled as BAS students in the Hospitality Management Program or be approved by the instructor.
COURSE DESCRIPTION:	This is a project-based hospitality class which incorporates theory and practice for an actual business. The class includes elements of local store marketing and sales.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Personal Responsibility - Demonstrate the ability to be timely, responsible for tasks assigned as well as working independently, value one's own skills and abilities and value intellectual inquiry and ethical behavior. Be motivated in the pursuit of gaining more knowledge of the Hospitality Industry.
2. Human Relations - Use social interactive skills to work in groups effectively. Recognize the diversity of cultural influences and values of peers, colleagues, and the Hospitality Industry overall. Students will have the opportunity to work in a group setting with peers of different ethnicity. Therefore, students will be required to interact in a professional manner at all times.
3. Critical Thinking and Problem Solving - This course requires students to critically analyze foundations of hospitality marketing.
4. Information Literacy - Access and evaluate information from a variety of resources, including research in the library, various website searches, reading textbooks, and

peer discussion. Students will be sharing their information through formal and informal class discussion and a formal presentation.

5. Communication - Read and listen actively to learn and communicate. Speak and write effectively for personal, academic, and career purposes. In this course, students will read each assigned chapter, listen to demonstrations by the instructor, and communicate with peer information gathered by research.
6. Technology - Select and apply appropriate technology tools for personal, academic, and career tasks.

PROGRAM OUTCOMES ADDRESSED:

1. Read and analyze financial statements and budgets.
2. Demonstrate specific hospitality industry accounting skills.
3. Describe a hospitality business philosophy.
4. Utilize computer technology.
5. Describe the building of a brand positioning statement.
6. Demonstrate expertise in hospitality sales and marketing.
7. Demonstrate confidence in leveraging Internet marketing.
8. Demonstrate a competency in understanding and executing human resource policy and practices consistent with organization objectives and third party regulatory entities
9. Demonstrate knowledge in personal skills as it pertains to the hospitality industry including professional business etiquette and ethics.
10. Apply basic principles of management and leadership.
11. Recognize diversity of cultural influences and values.
12. Manage and implement daily operations of a hospitality enterprise.
13. Understand and apply basic principles of business law and ethics.

GENERAL COURSE OBJECTIVES:

After successfully completing this course the student will be able to:

1. Define marketing as it relates to the hospitality industry. Compare and evaluate a production (sales) orientation and a marketing (customer) orientation to hospitality. List and describe the seven core principles of marketing. Describe the characteristics of a service industry and the functions of marketing within it. Characterize the systems approach to hospitality marketing. Describe strategic and tactical marketing planning.
2. List and describe the general personal and interpersonal factors involved in consumer behavior. Conduct a market analysis based on established techniques and analysis tools. List the components of a marketing situation analysis and its significance to hospitality marketing. Define marketing research as it applies to the hospitality industry. Discuss the steps involved in the marketing research process. Compare and contrast experimental, observational, survey, and simulation research methods.
3. Analyze data collected through market segmentation. Define market segments based on geographic, demographic, purpose-of-the-trip, psychographic, behavioral, product-related, and channel-of-distribution variables. Discuss major societal and economic trends that have affected modern market segments. Define an effective marketing strategy based on common characteristics. Discuss the factors involved in positioning an operation in the consumer market. Characterize the foundations, requirement, and contents of an effective marketing plan. Detail the steps involved in preparing a

marketing plan. Evaluate marketing budgets as to how comprehensive, coordinated, practical, and realistic they are.

4. Define hospitality and travel product/service mix. Recognize and explain the roles that suppliers, carriers, travel intermediaries, and marketing organizations play in the product/service mix. Describe the elements involved in defining an organization's product/service mix. Manage, categorize, and explain the development and implementation of hospitality and travel packages and programs. List the elements that make up the communications process and the promotional mix.
5. Describe the steps in planning and implementing an advertising campaign. Compare and contrast the major advertising media alternatives. Discuss the characteristics and roles of personal selling. Plan a step-by-step sales process. Develop a sales plan as part of overall sales management.
6. Describe the guidelines for preparing public relations activities. Describe the steps used in planning prices. Discuss the importance of planning and budgeting, controlling, and evaluating of a marketing plan.

TOPICAL OUTLINE:

APPROX. 55 HOURS

- I. The Functions of Marketing
- II. Hospitality Services Marketing
- III. Hospitality Consumer Behavior
- IV. Marketing Segmentation and Positioning
- V. Developing a Marketing Plan
- VI. Information for marketing Decisions
- VII. Developing New Products and Services
- VIII. Product-Service mix Strategy
- IX. Distribution, Intermediaries, and Electronic Commerce
- X. Promotion and Advertising
- XI. Advertising and Media Planning
- XII. Sales Promotions, Merchandising, and Public Relations
- XIII. Personal Selling
- XIV. Pricing Strategy

Originated or Revised BY: Tom Mayburry
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