

**Course Outline for:** BUSN 1159 Hospitality Sales and Marketing Management**A. Course Description:**

1. Number of credits: 4
2. Lecture hours per week: 4
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

With the increase in worldwide travel, tourists have a variety of options when considering how to spend their tourism dollars. This increase in choices means that hospitality and tourism businesses need to invest in sales and marketing efforts that help to attract and retain travelers. Through assigned readings, research, discussions, and assignments, students investigate the total marketing process from a strategic view, emphasizing managerial implications for product, promotion, price and distribution strategies in the hospitality and tourism industry.

**B. Date last reviewed:** March 2024**C. Outline of Major Content Areas:**

1. The role of marketing and strategic planning
2. Managing the Marketing & Sales office
3. Marketing research and information systems
4. Consumer buying behavior
5. The marketing function of hotels including the sales and catering office
6. Market segmentation and positioning
7. Advertising and promotions
8. Personal selling for groups
9. Planning & implementation of conventions including selling, booking, & closing group business.

**D. Course Learning Outcomes:**

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

1. Discuss the service characteristics that affect the marketing of a hospitality, tourism or travel product.
2. Differentiate between a company's micro and macro-environmental forces that affect the ability to serve customers.
3. Discuss the marketing research process.
4. Outline the major characteristics affecting customer behavior.
5. Define the major steps in designing a customer-driven marketing strategy.
6. Explain how the product life cycle can be applied to the hospitality and tourism industry.
7. Defend the importance of creating a culture of service to the marketing success of

- a hospitality and tourism business.
8. Apply the marketing mix to an existing hospitality and tourism business.

**E. Methods for Assessing Student Learning:**

Methods for assessment may include, but are not limited to, the following:

1. Discussions
2. Assignments
3. Quizzes
4. Examinations
5. Project-based learning

**F. Special Information:**

None

