

Common Course Outline for:

(HSMA 2172) Business Management (BUSN 1159) "Hospitality Sales & Marketing Management"

A. Course Description

1. Number of credits: 4
2. Lecture hours per week: 4
Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

A strong interest in hotel management, computer skills, sales & marketing, organization and functions of a marketing and sales department, satisfaction in performing sales planning through analysis of product, competitors, and market. In addition, students will work with hospitality experts selling the hospitality product.

B. Date last reviewed: May, 2016

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. Learn the various terminologies of hospitality sales and marketing and to define the marketing function.
2. Learn the necessity of analyzing the product, market, and competition before sales activity.
3. Understand the consumer markets and consumer buying behavior through
4. Develop an awareness of the roles of advertising, marketing, and promotions both hotel and food & beverage properties.
5. understand the role of personal selling and group sales in hospitality.
6. Identify the various market segments of hotel sales (convention, association and

corporate.)

7. Work with market segmentation, targeting and positioning through local example to learn segmentation's effectiveness.
8. Understand the importance of customer service through developing a quality offering.
9. Become aware of pricing options and the considerations for each pricing strategy.

E. Methods for Assessing Student Learning

A combination of evaluation procedures including exams, quizzes, field trip audits, papers, and case studies.

F. Special Information None