



COURSE OUTLINE: HTM104 - H&T SALES & MARKETIN

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Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title	HTM104: HOSPITALITY & TOURISM SALES & MARKETING
Program Number: Name	1076: HOSPITALITY MGNT
Department:	CULINARY/HOSPITALITY
Academic Year:	2022-2023
Course Description:	This course provides an examination of the key principles associated with sales and marketing in the hospitality and tourism industry. The course material will cover consumer behaviour, strategic marketing, branding, product development and pricing, market segmentation, customer driven marketing strategies and sales techniques. Students will develop a marketing plan for a selected hospitality and tourism operation.
Total Credits:	3
Hours/Week:	3
Total Hours:	42
Prerequisites:	There are no pre-requisites for this course.
Corequisites:	There are no co-requisites for this course.
Vocational Learning Outcomes (VLO's) addressed in this course:	1076 - HOSPITALITY MGNT VLO 1 Support business development by taking into account economic, political, social, global, and intercultural factors that influence the development of services, marketing strategies, customer retention, and sales programs. VLO 2 Use qualitative and quantitative metrics to recommend services marketing and sales strategies in a global context.
Essential Employability Skills (EES) addressed in this course:	EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. EES 4 Apply a systematic approach to solve problems. EES 5 Use a variety of thinking skills to anticipate and solve problems. EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others. EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals. EES 10 Manage the use of time and other resources to complete projects. EES 11 Take responsibility for ones own actions, decisions, and consequences.
Course Evaluation:	Passing Grade: 50%, D



A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Books and Required Resources:

Marketing for Hospitality and Tourism by Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. Publisher: Pearson (Boston) Edition: 7th 2016

Course Outcomes and Learning Objectives:

Course Outcome 1	Learning Objectives for Course Outcome 1
Explain core marketing concepts in the hospitality and tourism context.	1.1 Understand the marketplace and the importance of a customer value-driven marketing strategy centered on customer relationship management. 1.2 Differentiate between service and product marketing and explain the key management concepts for marketing in a service industry. 1.3 Articulate the role of marketing in the strategic planning process, from planning through implementation and control, and the key resources critical to success. 1.4 Understand and apply principles of marketing such as the marketing mix, consumer wants, needs, and demands, and the evolving marketing landscape to the hospitality and tourism sector.
Course Outcome 2	Learning Objectives for Course Outcome 2
Identify opportunities and strategies for growth in the hospitality and tourism industry.	2.1 Identify the past, current, and future states of the hospitality and tourism sector's micro- and macro-environments and the impact of change on the industry. 2.2 Explain the value of customer information in the age of Big Data and identify how hospitality and tourism companies will acquire and manage marketing information. 2.3 Differentiate between consumer and business hospitality and tourism buying behaviour in a global context, and understand the processes each type of customer follows, when making purchasing decisions. 2.4 Understand market segmentation, targeting, differentiation, and positioning as a means to deliver exceptional customer value in hospitality and tourism.
Course Outcome 3	Learning Objectives for Course Outcome 3
Develop a hospitality and tourism marketing strategy and mix.	3.1 Describe how to create products through development or acquisition and demonstrate an understanding of product life-cycles. 3.2 Understand the importance of developing a marketing-oriented service culture throughout the organization and describe how to achieve it. 3.3 Differentiate between various pricing strategies and distribution channels, and understand when to employ them. 3.4 Develop advertising plans that include objectives, budgets, strategy, messaging, and media, and evaluate the likely outcomes of various approaches. 3.5 Differentiate between public relations, sales promotions,



	personal selling, and direct and digital marketing as opportunities to engage customers and build hospitality and tourism brands.
Course Outcome 4	Learning Objectives for Course Outcome 4
Establish destination marketing strategies and develop a hospitality and tourism marketing plan.	<p>4.1 Understand the concept of destination marketing and the impact of an integrated strategy on destination communities.</p> <p>4.2 Evaluate the many emerging tourism segments and evaluate the suitability of any one segment to specific regions.</p> <p>4.3 Participate in the exploration of destination branding exercises including positioning, messaging, and the creation and management of customer experience packages.</p> <p>4.4 Develop a comprehensive marketing plan that includes every aspect of plan development, including planning, research and analysis, segmentation and targeting, objectives and goal setting (quotas), strategies and tactics, required resources, and control mechanisms.</p>

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignment #1	25%
Assignment #2	25%
Quizzes	10%
Test #1	20%
Test #2	20%

Date:

June 30, 2022

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

