

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIEr ONTARIO

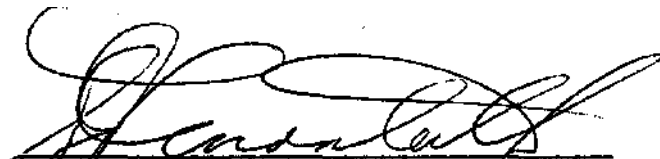
COURSE OUTLINE

Course Outline: MARKETING I
Code No.: MKT 109-3
Program: HOTEL & RESTAURANT MANAGEMENT
Semester: ONE
Date: SEPTEMBER 1987
Author: KEITH MAIDENS

New:

Revision:

APPROVED:


Chairperson

Date

MARKETING I

MKT109-3

Course Name

Course Number

OBJECTIVE;

To introduce the student to the basics of marketing and its functions as they are applicable to a Hotel/Motel or Foodservice Property. Special emphasis will stress the importance of packaging and promotion.

TEXT; Marketing Management (Tourism Is Your Business)
Accompanying Study Guide
(Canadian Hotel-Restaurant - McLean Hunter)

METHOD:

- Reading Assignments
- Video Presentations of Material
- Industry Samples and Handouts
- Case Assignments

TOPICS AND MATERIALS TO COVER;

1) Marketing:

- What is it
- Why does it differ in Tourism from its other applications

2) Situation Analysis;

- Where, what, when, how and who can supply the information
- Primary, Secondary Data, Designing Customer Surveys

3) Objectives and Strategies in Marketing:

- Targeting
- Segmentation
- Using the proper mix

4) Managing Strategy;

- Budget and evaluating results

5) Pricing;

- Hubbart formula for discount and setting prices on mark-up %

6) Programing and Packaging:

- Developing/Pricing/Types of Packages

7) The Travel Trades

- Working with the various types of organizations that make up the travel trade

8) Advertising: - Principles of Effective Advertising

9) Brochures and other Sales Support Materials

10) Completing the Promotional Mix:

- Direct Selling
- Promotions
- Publicity
- Staff Training

GOAL: To give the student a basis in Marketing in order to properly contemplate and execute their Graduate Project in Semester IV

EVALUATIONS:

- Over the term, periodic quizzes and tests will be given,
- Class assignments on chapters or modules will be marked.
- Case assignments
- Participation in class discussion and evaluation of industry marketing strategies and objectives

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|---|-------|
| - Tests | - 50% |
| - Cases | - 30% |
| - Class and Case Participation and Attendance | - 20% |

In order to assess the above, attendance will be taken, students must have read assigned material to maintain discussion.

Assignments will be marked only when submitted on due dates.

Passing Grade - 60%

Check instructor's timetable for any academic help.
Office E268 - Extension 332