

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

Course Outline:           MARKETING I  
Code No, :                 MKT 109-3  
Program:                 HOTEL & RESTAURANT MANAGEMENT  
Semester:                 ONE  
Date:                     SEPTEMBER 1988  
Author:                  KEITH MAIDENS

New

Revision

X

APPROVED:

  
/Chairperson

  

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Date

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**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 markup %

**6) Programming and Packaging:**

- Developing/Pricing/Types of Packages

**7) The Travel Trade:**

- 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
- 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 - B114 Extension 583