

SAULT COLLEGE OF APPLIED ARTS & TECHNOLOGY
SAULT STE. MARIE, ONTARIO

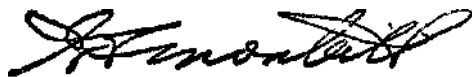
COURSE OUTLINE

Course Title MARKETING I
Code No. : MKT 109-3
Program : HOTEL & RESTAURANT MANAGEMENT
Semester : ONE
Date : SEPTEMBER 1989
Author : KEITH MAIDENS

New:

Revision

APPROVED



Chairperson

YJAJ n

Da

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;

MODULE ONE: - CHAPTER ONE

This module introduces the student to marketing and how it differs when applied in the Tourism industry.

Objectives:

Having completed this module, the student will be able to:

- know what "marketing orientation" and "marketing concept" mean
- define "marketing"
- understand market segmentation
- be familiar with the nine "P's" of tourism marketing + 1
- know the steps, and five basic questions that address these, to developing a market plan
- know why tourism marketing differs from marketing other products and services.

MODULE TWO; - CHAPTER TWO

This module describes the needs to identify exactly where you are now, the methods of research needed to identify community, product and people served.

Objectives;

Having completed this module, the student will:

- understand what situation analysis is, and be able to describe the information it provides
- know how to complete a situation analysis
- know what an on-going information collection program for Tourism should contain
- realize what information is needed on past and present customers
- know the difference between primary and secondary research methods
- know how to design a basic customer survey

MODULE THREES - CHAPTER THREE

Having identified the situation in Module Two, this module describes objectives in marketing and the possible strategies in the plan to reach those goals.

Objectives:

Students completing Module Three should:

- know the criteria in selecting target markets
- be able to set market objectives
- understand what a marketing strategy involves
- know what market positioning is and why it is important
- know what is meant by marketing mix

MODULE FOUR; - CHAPTER FOUR

This module describes the costs of marketing and the budgeting for these costs. How to evaluate the results from your strategy to the money extended is also covered.

Objectives:

The student completing this module should:

- know the role management plays in implementing marketing strategies
- understand the benefits of budgeting
- identify different approaches to preparing marketing budgets
- be able to put together a marketing budget for your business
- know how to evaluate the effectiveness of their marketing

MODULE FIVE; - **CHAPTER FIVE**

This module discusses the impact of price in marketing and the various formulas used or considered in arriving at the final price.

Objectives;

Having completed Module Five, the student will:

- understand why pricing is an important part of marketing
- know what factors to consider when determining price
- be aware of sophisticated and unsophisticated pricing methods
- be able to use Hubbart formula, discount pricing and percentage mark-up methods for setting prices

MODULE SIX; - **CHAPTER SIX**

This module builds further on information acquired through proper Situation Analysis, so that programming and packaging may be used to further enhance your product.

Objectives:

Having completed Module Six, the student will:

- know how to expand a product offering through programming
- know how to identify programming opportunities
- know the advantages and disadvantages of packaging
- know the principles behind developing a successful package
- know the various types of packages that can be offered

MODULE SEVEN; - **CHAPTER SEVEN**

This module covers the various delivery methods used in the Tourism Industry to reach the identified user or client.

Objectives;

Having completed Module Seven, the student will:

- know what kinds of organizations make up the Travel Trade
- identify the role that the Travel Trade plays in marketing
- know the most effective ways of promoting the Travel Trade
- know how to negotiate and work with the Travel Trade

MODULE EIGHT; - CHAPTER EIGHT

This module describes the various methods of getting your messages across to the targeted market. It describes methods to use depending on the media selected-

Objectives:

Having completed Module Eight, the student will:

- know what promotional mix is
- know the six steps involved in preparing an advertising plan
- know the advantages and disadvantages of the major types of advertising media
- understand the principals involved in preparing an effective advertisement
- know how to select an Advertising Agency

MODULE NINE; - CHAPTER NINE

This chapter discusses the various types of long distance sales tools needed in the Tourism Industry. Various industry samples are critiqued in order to give the student an awareness of what makes a good brochure or flyer.

Objectives:

Having completed Module Nine, the student will:

- know what is meant by sales support materials
- know why a brochure is so important in promoting tourism facilities and services
- know what a brochure should contain
- know how to design a brochure for maximum impact
- know how to control printing and distribution costs

MODULE TEN; - CHAPTER TEN

This module describes the personal aspect to marketing and the need of the whole team to be involved in the marketing and sales promoting of the product identified-

Objectives;

Having completed Module Ten, the student will:

- know the most important principles of direct selling
- understand sales promotions and how to use them
- know how to obtain good publicity
- know the principles of attaining good customer relations
- know what is involved in good sales administration
- realize the importance of staff training and communication in the marketing concept

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%
	100%

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