

Sault College of Applied Arts and Technology Sault Ste. Marie.

Course , Outline

MARKETING I
MKT 109-3

revised

January 1932
Jack Boushear

MARKETING I

Text:	"Marketing For A Full House' by C-0. Coffman, Cornell University Press, 1979
Objective:	To enable the students to develop skills in marketing techniques which can be applied to the Hospitality Industry. This course will emphasize the elements of promotion (personal selling, advertising, direct mail, public relations and publicity).
Student Goals	You should learn how to encourage consumers to buy your product. You should learn how to encourage consumers to spend the maximum amount of money for a variety of your products (services). You should learn how to encourage consumers to return to your property again.'
Subject Matter;	How promotion relates to marketing. Organizing for Promotion. Personal Selling. Advertising. Direct Mail. Public Relations and Publicity. Promoting Room Sales. Promoting Food and Beverage Sales. Promoting Conferences and Conventions. Promoting Group Tours. Promoting Other Profit Centres.
Method:	Lecture, case studies, projects and assignments.
Evaluation	Tests 50% Projects 50%