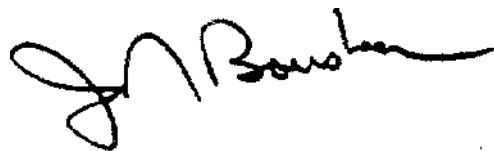


Scuif College of Applied Arts and Technology sault ste. marie

Course Outline

MARKETING & SALESMANSHIP

MKT 109



revised January 1983
Jack Boushear

MARKETING & SALESMANSHIP
MKT 109

OBJECTIVES

This **course will enable** students to develop a basic understanding of the principles **of marketing** with a specific emphasis on application to the hospitality industry.

TEXT:

Owner/Manager Courses, Marketing Your Product (Federal Business Development Bank) .

OPTIONAL ADDITIONAL TEXT:

Hospitality for Sale, C- DeWitt Coffman, Educational Institute of the American Hotel and Motel Association.

METHOD:

Lectures will be used to develop conceptually difficult material. Discussion and group studies will explore current topics in marketing as they relate to the hospitality industry. Case Study Analysis will be used to develop an understanding of the applications of marketing principles.

STUDENT EVALUATION:

There will be two tests with approximately equal weighting. A supplemental test will be provided to students who attain a mark of 40% or more and who have an 80% or better attendance record.

A " 80% - 100%
B - 65% - 79%
C - 50% - 64%