

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

COURSE OUTLINE

COURSE TITLE: MARKETING OF .^ HOSPITALITY SERVICES
CODE NO, : MKT112 **SEMESTER:** ONE
PROGRAM: HOTEL AND RESTAURANT MANAGEMENT
AUTHOR: LARRY LITTLE
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New Revision X

APPROVED

DEAN, SCHOOL OF BUSINESS &
HOSPITALITY

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MARKETING OF HOSPITALITY SERVICES

MKT112

COURSE NAME

COURSE CODE

TOTAL CREDITS: 3

I. PHILOSOPHY/GOALS:

This introductory course will provide the participant with a basic understanding of the concepts and functions of marketing in today's environment. It is a thorough look at marketing and its application to the hospitality industry. The acquisition of knowledge, the development of skills and the positive attitude one must carry with him/her to be successful in business today will be demonstrated in the study of real life problems and case studies.

II. STUDENT PERFORMANCE OBJECTIVES

Upon successful completion of this course, the student will be able to:

1. Discuss the nature, importance and evolution of marketing
2. Demonstrate an understanding of the distinctive aspects of service marketing
3. Outline the strategic market planning process for the hospitality industry
4. Demonstrate knowledge of the basic structure of the lodging industry and both external and internal factors that shape marketing activity
5. Segment a market, target a desirable segment and position your product/service appropriately
6. Relate the importance of market research to planning and forecasting
7. Recognize the importance and relationships of the marketing mix variables (4 Ps)
8. Demonstrate a knowledge of how the selling, advertising, public relations and publicity functions relate to the hospitality industry

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9. Demonstrate both problem solving and decision making skills in a marketing environment
10. Recognize their personal strengths and weaknesses when dealing with people and set up a plan to improve areas of weakness, i.e. communication skills
11. Relate to current events and recognize marketing trends for the future

NOTE: In addition to the above objectives, the student manual contains with each chapter a number of specific performance objectives that should be reviewed.

III. METHOD OF INSTRUCTION

A final grade will be derived from the following

Progress Tests (4)	40%
Practical Applications Case Studies & Assignments	30%
Final Exam	30%
	100%

NOTE: To receive additional certification from the Educational Institute of the American Hotel & Motel Association students must:
a) achieve an overall score of 69% or more in all course work
Students who obtain a score of 90% or more, will receive a course certificate "With Honours". The grade upon which this certificate is based will be determined solely by the score on the final exam sent by the Institute.

Tests:

The dates of progress tests will be announced approximately one week in advance. If a student is not able to write a test because of an illness or a legitimate emergency, that student must contact the professor before the test and provide an acceptable explanation (medical certificate). In cases where the student does not contact the professor, a zero grade will be given. There will be no rewrites or supplemental tests.

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Assignments must be handed in to the professor at the beginning of class on the due date.

Tests and assignments will be returned to the students during normal class times. Students not present must pick these up at the professor's office within three weeks after distribution. Work not picked up will be discarded.

GRADING SYSTEM:

A+	90-100%
A	80- 89%
B	70- 79%
C	60- 69%
I	Incomplete

Pass - 60%

V. REQUIRED STUDENT RESOURCES:

Text: Strategic Hotel/Motel Marketing, Hart and Troy,
Educational Institute, 1992

Note: (Student Manual and Answer Sheet are included with the text)

1" 3-ring binder or duotang for course notes & handouts

VI. ADDITIONAL RESOURCE MATERIAL:

A wide variety of marketing and hospitality texts and periodicals are available in the college library or hospitality library.

Supplemental resource material on each topic area will be provided by the instructor.

VII. **SPECIAL NOTES**

Students with special needs (physical limitations, visual impairments, learning impairments, and learning disabilities) are encouraged to discuss required accommodations confidentially with the professor.

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Weekly Schedule

WEEK	SUBJECT	REQUIRED READING
1	The Marketing Concept	Chapter 1
2	Distinctive Aspects of Service Marketing	Chapter 2
3	Strategic Market Planning	Chapter 3
4/5	Environmental Analysis	Chapter 4
	TEST #1	
6/7	Product St Competitive Analysis	Chapter 5
	Market Analysis	Chapter 6
	Integrating Marketing Concepts	Chapter 7
	TEST #2	
10	Sales	Chapter 8
11	Advertising & Piablic Relations	Chapter 9
12	Promotions, Merchandising & Pricing	Chapter 10
	TEST #3	
13	Marketing Plan, Pre-Opening Marketing	Chapter 11
14	Strategic Marketing Decisions	Chapters 13/14
15	Growth Strategies & Trends in the Hospitality Industry	Chapters 15/16
16	TEST #4	
17	FINAL EXAM	