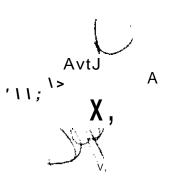
# Sault\_Colbge\_ oLAppliecL Arts\_and Tec hnology .sault..ste..marie.

.Course—Ou11ine

MARKETING & SALESMANSHIP

HMG 211-3



r^vj.H <u>SEPTEMBER 1978</u>

#### MARKETING & SALESMANSHIP HMG 211-3 -2-

STUDENT EVALUATION:

Written work 20% (there will be 2 written projects such as case studies, true-false questionnaires, and multiple choice answers)

Tests - 2 on overall understanding - - - - 30%

Verbal presentation and class participation - - 50%

Due to the need for week to week effort and class participation attendance is essential.

Rewrites will be at the discretion of the instructor. If written work is not done or an "I" grade is given, there will be a maximum of 2 re-writes in this course. Grades will be averaged for a final mark.

Failing to hand in written work on time or the absence from any test must be discussed with your instructor.

### MARKETING & SALESMANSHIP HVG 211-3

This course will enable the students to develop skills in marketing techniques which can be applied to the hospitality industry.

## <u>OBJECTIVE</u>: To provide the students with a basic knowledge of:

- a) Advertising
- b) Sales Promotion
- c) Market Research
- d) Public Relations
- e) Publicity

## TEXT: none required

## METHOD:

## SUBJECT MATTER:

- 1. The role of advertising in the marketing mix.
- 2. Setting the advertising budget.
- 3. Evaluating copy and layout.
- 4. National brand vs. generic products.
- 5. Sales management functions and organization structures.
- 6. Sales training and meetings.
- 7. Analyzing and evaluating sales performance.
- 8. Compensating sales people.
- 9. Sales forecasting and planning.
- 10. Why marketing research.
- 11. Sources of research information.
- 12. The typical marketing research project.
- 13. The public relations role.
- 14. Creating publicity opportunities.