

SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO



Sault College

COURSE OUTLINE

COURSE TITLE: HOSPITALITY SALES AND MARKETING

CODE NO. : BUS 208 **SEMESTER:** 3

PROGRAM: RESORT OPERATIONS

AUTHOR: PETER GRAF

DATE: May 2005 **PREVIOUS OUTLINE DATED:** July 2004

APPROVED:

	_____	_____
	DEAN	DATE

TOTAL CREDITS: 3

PREREQUISITE(S): NONE

HOURS/WEEK: 3

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I. COURSE DESCRIPTION:

This course will provide the participant with an overview of hospitality industry sales techniques. Particular emphasis will be placed on historical, psychological, demographic, cultural, and attitudinal factors. The course will prepare the participant for a variety of sales roles in the industry.

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:**A. Learning Outcomes:**

- 1) Summarize major trends affecting the hospitality industry.
- 2) Distinguish marketing from selling, and discuss in general terms the benefits of a marketing plan.
- 3) Summarize the typical positions in a sales office.
- 4) Identify the importance of personal selling in the industry and describe personal selling techniques.
- 5) Describe how to target and qualify clients, including identifying questions used to confirm needs. Describe "sales leads" and how they are identified and used.
- 6) Explain consultative selling and distinguish it from other methods.
- 7) Describe several types of personal and telephone sales calls, including questioning techniques, buying signals, overcoming objections and "closing".
- 8) Discuss "internal" marketing and sales.
- 9) Identify catering department responsibilities and personnel.
- 10) Describe and explain common advertising strategies and methods.
- 11) List and explain factors involved in creating and distributing brochures.
- 12) Cite factors in selecting newspapers and magazines for advertising and describe the creative process.
- 13) Explain direct-mail campaign strategies and techniques.
- 14) Describe methods of utilizing the electronic media (Radio, broadcast TV, cable, and "cyberspace").
- 15) Discuss formation and implementation of a public relations plan.
- 16) Discuss specialty sales--meetings and conventions; seniors; business, corporate, and government clients; baby-boomers and other individual leisure travellers; travel agents; disabled; ethnic and cultural; sports teams, etc.

B. Learning Outcomes and Elements of the Performance:

Upon successful completion of this course the student will demonstrate the ability to:

1. Summarize major trends affecting the hospitality industry.

Potential elements of the performance:

- define/discuss globalization, consolidation, product segmentation.
 describe the impact of legalized/First Nation gambling operations (especially locally and regionally).
 discuss the impact of changing distribution methods, computers, and media planning.
 explain the impact(s) of environmental awareness and eco-tourism.
 discuss changing guest preferences and relationship marketing.
2. Distinguish marketing from selling, and discuss in general terms the benefits of a marketing plan.
Potential elements of the performance:
 describe long-term vs. short-term processes.
 briefly describe the "Four P's" of classical marketing and their relationship to the hospitality industry.
 define peak, valley, and shoulder periods.
 describe unique challenges of hospitality sales.
 discuss the makeup and functions of the marketing team.
 identify the six steps of a marketing plan.
 summarize the three parts of a marketing audit.
 define "positioning" and describe two basic positioning choices.
 list budget options for marketing and sales, including percentage-of-sales, competitive-parity, affordable-funds and zero-base budgeting.
 explain common reasons why sales goals may not be met.
 3. Summarize the typical positions in a sales office.
Potential elements of the performance:
 list typical job titles and responsibilities for the marketing and sales division of a larger property.
 summarize typical positions/roles in a sales office.
 identify three classic organizational principles.
 discuss characteristics common to successful salespersons.
 identify typical training techniques for salespeople and describe general types of sales meetings.
 describe the function book and guestroom control book and their roles.
 explain three typical sales office information systems and the impact of computers.
 4. Identify the importance of personal selling in the industry and describe personal selling techniques.
Potential elements of the performance:
 describe several types of personal sales calls.
 define four categories of territorial space.
 discuss the importance of body language in sales.
 list the steps involved in a presentation sales call.
 cite three skills required for a successful presentation.
 5. Describe how to target and qualify clients, including identifying questions used to confirm needs. Describe "sales leads" and how they are identified and used.
Potential elements of the performance:

explain how to qualify prospects.

identify two basic types of questions salespeople can/should ask, and when each is most appropriate/effective.

6. Explain consultative selling and distinguish it from other methods.

Potential elements of the performance:

explain how effective time management and handling key accounts can improve sales productivity, and relate the Pareto Principle to sales

7. Describe several types of personal sales calls, including questioning techniques, buying signals, overcoming objections and "closing".

Potential elements of the performance:

identify three basic types of client "objections" and discuss means of handling them.

distinguish between a test-close and a major close

Learning outcomes 1 through 7 will constitute 25% of the course grade

8. Discuss telephone sales techniques and "internal" marketing and sales.

Potential elements of the performance:

describe the "basics" of effective telephone communications.

explain the purpose of prospecting and qualifying calls.

summarize steps to follow in making appointment phone calls.

discuss closing techniques for telephone sales and how they may differ from in-person sales calls.

explain promotional, service and public relations phone calls.

identify three basic types of incoming calls which can lead to sales.

describe a telephone sales Ablitz@ and discuss telemarketing operations.

describe programs which can motivate non-@sales@ employees to sell.

cite examples of in-house promotions and special guest services.

9. Identify food and beverage and catering department responsibilities and personnel, including restaurant, lounge, banquet and meeting room sales.

Potential elements of the performance:

identify four areas of positioning research.

describe the menu development cycle.

identify factors which influence menu item prices.

discuss food and beverage merchandising methods.

describe three basic types of restaurant promotions.

outline nine steps in developing effective in-house promotions, and explain how employees can build repeat business.

discuss room service and limited-service operations.

explain why profit margins for banquets is often substantially greater than for a hotel restaurant.

describe four ways to generate catering sales.

discuss factors in planning banquet menus.

list common types of banquet service.

cite guidelines for increasing meeting room sales.

identify typical meeting room set-ups and when each is most appropriate.

10. Describe and explain common advertising strategies and methods.
Potential elements of the performance:
 explain why a hospitality property should advertise and list four goals of advertising.
 summarize advantages and disadvantages of five major types of advertising.
 distinguish between reciprocal and cooperative advertising.
 identify and explain common advertising strategies.
 explain budgeting factors for advertising.
 describe the role of ad agencies and how they can help a property.
11. List and explain factors involved in creating and distributing brochures and creation and placement of outdoor advertising and displays.
Potential elements of the performance:
 explain factors managers of independent properties must consider when developing their property=s signage.
 define reader boards and list their special uses.
 identify two types of billboards and explain six factors to consider when selecting/creating a billboard.
 describe fliers and tent cards and their uses.
 list and explain factors involved in creating a brochure and effective means of distribution.
 state the purpose and give examples of specialty items.
12. Cite factors in selecting newspapers and magazines for advertising and describe the creative process.
Potential elements of the performance:
 cite and explain three major factors in selecting newspapers for ads.
 summarize steps in creating a newspaper ad, and discuss ad design and copy considerations.
 define “pub-set” and “advertorial”, and describe their uses.
 discuss advantages and disadvantages of magazine advertising.
 discuss consumer and trade magazines and their uses as ad media.
 cite two reasons for advertising in the “yellow pages”.
 list and discuss methods of measuring a print ad=s effectiveness.
13. Explain direct-mail campaign strategies and techniques.
Potential elements of the performance:
 discuss guest profiles and their role in direct mail campaigns.
 identify two types of direct mail campaigns and describe the most common direct mail pieces.
 summarize the “AIDA” formula.
 explain the “Five P’s”.
 distinguish between test mailings and split mailings.
14. Describe methods of utilizing the electronic media (Radio, broadcast TV, cable, and "cyberspace").
Potential elements of the performance:
 identify factors for selecting a radio station for advertising.
 summarize the content of a typical radio ad, and list types of radio ads.

- describe how properties buy airtime and how they measure a radio ad=s effectiveness.
- explain the elements of a successful TV ad, and list types of TV ads.
- describe three ways properties buy TV airtime.
- discuss video brochures and video magazines
- discuss the growing use of the Internet for advertising, communications, reservations and guest follow-up.
15. Discuss formation and implementation of a public relations plan.
Potential elements of the performance:
 discuss six elements involved in an effective public relations plan.
 explain two ways to measure P.R. effectiveness.
 describe news releases and media kits.
 explain how to deal effectively with travel writers.
 list guidelines for good media relations.
 explain how to prepare for a personal interview.
 summarize methods for dealing with sensitive subjects effectively.
16. Discuss specialty sales: meetings and conventions; seniors; business, corporate, and government clients; baby-boomers and other individual leisure travellers; travel agents; disabled; ethnic and cultural; sports teams, etc.
Potential elements of the performance:
 identify three groups of frequent business travellers.
 describe four property features especially important to women travellers.
 list four types of business stays.
 discuss executive or business floors and special business services now provided by many properties.
 discuss ways to reach business travellers.
 list typical weekend packages.
 discuss how properties meet the needs of travelling families.
 identify programs and clubs for seniors.
 discuss baby-boomers and other leisure travellers.
 describe tour intermediaries.
 list three types of travel agents and three types of travellers serviced by them.
 discuss fam tours and identify various ways properties can serve travel agents, including various payment options.
 list types of associations and types of meetings they hold.
 identify decision-makers for associations and planning factors for their meetings, including conventions.
 list types of corporate and governmental meetings; decision-makers to reach and planning factors for the meetings.
 describe means of reaching corporate and governmental travel planners.
 discuss special considerations involving honeymooners, international travellers, professional and amateur sports teams and disabled and other special travel segments.

III. TOPICS:

Note: These topics sometimes overlap several areas of skill development
And are not necessarily intended to be explored in isolated learning units
or in the order below.

1. Hospitality Trends
2. The Marketing Plan
3. The Sales Office
4. Personal Sales
5. Telephone Sales
6. Internal Marketing and Sales
7. Restaurant & Lounge Sales
8. Advertising and Public Relations
9. Marketing to Business Travellers
10. Marketing to Leisure Travellers
11. Marketing to Travel Agents
12. Marketing to Meeting Planners
13. Marketing to Special Segments

IV. REQUIRED RESOURCES/TEXTS/MATERIALS:

Hospitality Sales and Marketing, 4th ed., James R. Abbey,
Educational Institute of A.H.M.A., 2003

V. EVALUATION PROCESS/GRADING SYSTEM:

4 Tests (each worth 23 %) (1 test might be substituted with an assignment

	92%
Student professionalism (Dress code, attendance, conduct)	8%
Total	<u>100%</u>

The following semester grades will be assigned to students in postsecondary courses:

<u>Grade</u>	<u>Definition</u>	<u>Grade Point Equivalent</u>
A+	90 - 100%	4.00
A	80 - 89%	4.00
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50-59%	1.00
F (Fail)	49% or below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field placement or non-graded subject areas.	
U	Unsatisfactory achievement in field placement or non-graded subject areas.	
X	A temporary grade. This is used in limited situations with extenuating circumstances giving a student additional time to complete the requirements for a course (see <i>Policies & Procedures Manual – Deferred Grades and Make-up</i>).	
NR	Grade not reported to Registrar's office. This is used to facilitate transcript preparation when, for extenuating circumstances, it has not been possible for the faculty member to report grades.	
W	Student has withdrawn from the course without academic penalty.	

ASSIGNMENTS:

Since one of our goals is to assist students in the development of proper business habits, assignments will be treated as reports one would provide to an employer, i.e. in a timely and businesslike manner. Therefore,

assignments will be due at the beginning of class and will be 100% complete. All work is to be word processed, properly formatted, assembled and stapled prior to handing in. No extension will be given unless a valid reason is provided in advance.

TESTS:

If a student is not able to write a test because of illness or a legitimate emergency, that student must contact the professor **prior** to the test or as soon as possible and provide an explanation which is acceptable to the professor. In cases where the student has contacted the professor and where the reason is not classified as an emergency, i.e. slept in, forgot, etc., the highest achievable grade is a "C". In cases where the student has not contacted the professor, the student will receive a mark of "0" on that test.

VI. SPECIAL NOTES:**Dress Code**

All students are required to wear their uniforms (black & white) while in the hospitality and tourism institute, both in and out of the classroom.

Special Needs:

If you are a student with special needs (e.g. physical limitations, visual impairments, hearing impairments, or learning disabilities), you are encouraged to discuss required accommodations with your instructor and/or the Special Needs office. Visit Room E1204 or call Extension 493 so that support services can be arranged for you.

Retention of course outlines:

It is the responsibility of the student to retain all course outlines for possible future use in acquiring advanced standing at other postsecondary institutions.

Disclaimer for meeting the needs of learners:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Plagiarism:

Students should refer to the definition of “academic dishonesty” in *Student Rights and Responsibilities*. Students who engage in “academic dishonesty” will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course/program, as may be decided by the professor/dean. In order to protect students from inadvertent plagiarism, to protect the copyright of the material referenced, and to credit the author of the material, it is the policy of the department to employ a documentation format for referencing source material.

Course outline amendments:

The Professor reserves the right to change the information contained in this course outline depending on the needs of the learner and the availability of resources.

Substitute course information is available in the Registrar's Office

VII. PRIOR LEARNING ASSESSMENT:

Students who wish to apply for advanced credit in the course should consult the professor. Credit for prior learning will be given upon successful completion of a challenge exam or portfolio.

VIII. DIRECT CREDIT TRANSFERS:

Students who wish to apply for direct credit transfer (advanced standing) should obtain a direct credit transfer form from the Dean's secretary. Students will be required to provide a transcript and course outline related to the course in question.