

**SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY
SAULT STE.R^ARIE, ON**



COURSE OUTLINE

COURSE TITLE : MARKETING OF HOSPITALITY SERVICES

CODE NO.: MKT112

SEMESTER: TWO

PROGRAM : HOTEL AND RESTAURANT MANAGEMENT

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DATE: JANUARY. 1998

PREVIOUS OUTLINE DATED: JAN.. 1995

APPROVED: _____

DEAN

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DATE

TOTAL CREDITS: THREE(3).

PREREQUISITE(S): NONE.

LENGTH OF COURSE: 3 HRS./WK.

TOTAL CREDIT HOURS: 45

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

II. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:
(Generic Skills Learning Outcomes placement on the course outline will be determined and communicated at a later date.)

A. Learning Outcomes:

1. Discuss the nature, importance and evolution of marketing.
2. Explain distinctive aspects of service marketing.
3. Describe the Strategic Market Planning process as related to the hospitality industry.
4. Outline the basic structure of the lodging industry and both external and internal factors that shape marketing activity.
5. Discuss various means of analyzing the product and competition.
6. Explain different methods of analyzing and segmenting markets.
7. Describe the integration of marketing concepts at the property level.
8. Outline and discuss the sales function.
9. Describe the roles of advertising, publicity and public relations.
10. Describe methods and terms related to promotions, merchandising and pricing.
11. Outline the development of the marketing plan and the process of its adoption, implementation and modification(s).
12. Describe various facets of Pre-Opening Hotel/Resort/Attraction Marketing.
13. Discuss various means of creating and sustaining "marketing-mindedness" at the property level.
14. Analyze four case histories of strategic marketing in action.
15. Describe possible growth strategies in light of current trends and future possibilities.

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B. Learning Outcomes and Elements of the Performance:

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

1. Discuss the nature, importance and evolution of marketing.

Potential elements of the performance:

^ list what lodging marketers must do to gain and sustain competitive advantage in the market.

•• identify basic current trends affecting the hospitality industry.

2. Explain distinctive aspects of service marketing.

Potential elements of the performance:

• explain the meaning of "intangibility of services."

• define positioning.

•- explain consumer perceptions of risk.

• define quality control and quality assurance and the role of TQM/CQI in the hospitality industry.

*- explain the various impacts of seasonality.

• describe four basic demand situations experienced by hospitality businesses.

*- explain use of differential pricing and supplemental services to adjust demand to supply.

• explain cultivation of non-peak demand.

3. Describe the Strategic Market Planning process as related to the hospitality industry.

Potential elements of the performance:

• define strategic marketing planning.

• state the purpose of vision and mission statements.

*- define objectives, strategies and tactics.

»• explain the implementation phase of the planning process.

•^ explain the terms "market share" and "market expansion".

*- describe the purpose of market segmentation.

4. Outline the basic structure of the lodging industry and both external and internal factors that shape marketing activity.

Potential elements of the performance:

• define environmental threats and opportunities.

• identify three sources of environmental threats and opportunities.

*- explain the importance of timing in the strategic planning process.

• explain the term "strategic window" and its implications.

Learning outcomes 1 through 4 will constitute 25% of the course's grade. (Possible weighting strategy).

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II. Learning Outcomes and Elements of the Performance (Continued):

5. Discuss various means of analyzing the product and competition.

Potential elements of the performance:

- describe special-purpose concepts involving executive-floor hotels, bed-and-breakfast operations, conference centres and all-suite hotels.
- explain the meaning of the terms "mega-hotel", "economy/limited service", "mid-range", and "world-class".
- describe major categories of properties in terms of location.
- explain independent operations and franchising.
- ^ state advantages and disadvantages of chain affiliation.
- describe management contracts and criteria to be used in selecting a management company.

6. Explain different methods of analyzing and segmenting markets.

Potential elements of the performance:

- define market segmentation.
- identify three basic market patterns and criteria which determine usefulness of market segmentation variables.
- ^ explain geographic, demographic and occasion-based behavioural segmentation.
- describe major segments of the business and pleasure travel markets.
- define discretionary income and leisure time.
- ^ explain psychographic segmentation and describe psychocentric and allocentric personality types.
- explain three basic market-coverage strategies.

7. Describe the integration of marketing concepts at the property level.

Potential elements of the performance:

- state the departmental functions which are typically the responsibility of the director of marketing and sales in a larger hotel.
- *• identify techniques for developing marketing orientation at the line level of an organization.
- ^ explain the meaning of situation analysis.
- >- state differences between internal and external research techniques.
- explain the function and process of focus groups.
- define positioning.

*Learning outcomes 5 through 7 will constitute 25% of the course *s grade, (Possible weighting strategy).*

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II. Learning Outcomes and Elements of the Performance (Continued):

8. Outline and discuss the sales function.

Potential elements of the performance:

- *- explain in detail why well-run hotel sales offices group their potential customers into market segments.
- describe four major market segments within the corporate market and identify each with the appropriate decision-maker responsible for making reservations.
- explain strategies to promote to the transient business traveller.
- define a sales action plan and describe a typical job description for salespersons.
- describe three typical filing and tracing systems.
- »- describe procedures of the sales cycle that all hospitality salespersons should complete.
- describe four sales training devices used by hotel sales directors to ensure quality control within the sales staff.

9. Describe the roles of advertising, publicity and public relations.

Potential elements of the performance:

- ^ compare and contrast advertising and public relations as tools of marketing.
- state criteria for a hotel's selection of an advertising agency.
- identify distinguishing characteristics of each of the four major types of advertising: collateral material, print media, electronic media (radio, television, cable and Internet), and out-of-home media (principally outdoors).
- state various advertising budgeting concerns.
- identify various public relations programs effective for the hospitality industry.
- ^ list and describe basic media-kit materials that the public relations department should have on hand.

10. Describe methods and terms related to promotions, merchandising and pricing.

Potential elements of the performance:

- *• define promotions and state ways to inter-relate them with other marketing tools.
- list characteristic features of three major types of promotions within the hospitality industry.
- *- define merchandising and describe various ways a hotel can "sell up".
- define rack rates and state why pricing considerations must be unique for individual properties.

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II. Learning Outcomes and Elements of the Performance (Continued):

- »• define market mix and state its possible influences on hotel pricing considerations.
- state how competition may influence hotel pricing considerations.

Learning outcomes 8 through 10 will constitute 25% of the course's grade. (Possible weighting strategy).

11. Outline the development of the marketing plan and the process of its adoption, implementation and modification(s).

Potential elements of the performance:

- define and contrast "market mix" and "marketing mix".
- ^ list distinguishing features of each of the following major market segments: trade associations, corporations, government and travel trade - - and list possible marketing mixes for each.
- state, in sequence, each of five basic elements for the marketing planning process.
- describe strategies for marketing food and beverage operations, including outlining several new approaches for marketing alcoholic beverage service.

12. Describe various facets of Pre-Opening Hotel/Resort/Attraction Marketing.

Potential elements of the performance:

- identify crucial elements of the pre-construction phase of a new property
- identify crucial elements of the construction phase of a new property.
- " explain the activities of the property's staff during the "soft opening".
- identify crucial elements in the official opening and initial weeks/months of a new property.

13. Discuss various means of creating and sustaining "marketing-mindedness" at the property level.

Potential elements of the performance:

- explain the difference between sales-mindedness and marketing-mindedness, and define the "market-driven" form of marketing.
- list at least five internal changes undergone by properties as a result of growing market-driven market-mindedness.
- list at least four cost-intensive marketing strategies, and show how each can be used to solve various marketing problems.

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II. Learning Outcomes and Elements of the Performance (Continued):

14. Analyze four case histories of strategic marketing in action.

Potential elements of the performance:

- identify the major problem of each of four properties examined and briefly summarize the strategic planning that solved each property's particular problem(s).
- recognize the continuity behind a property's targeted market mix and that property's particular marketing mix.

15. Describe possible growth strategies in light of current trends and future possibilities.

Potential elements of the performance:

- state general reasons companies may have for pursuing growth opportunities.
- explain "economies of scale", "experience-curve" effects, "common thread", and "synergy".
- describe intensive growth strategies, integrative growth strategies, and concentric diversification growth strategies.
- *- identify current trends affecting the hospitality industry and their implications for both property management and career opportunities.

Learning outcomes 11 through 15 will constitute 25% of the course's grade. (Possible weighting strategy).

III. REQUIRED RESOURCES/TEXTS/MATERIALS:

Text: Strategic Hotel/Motel Marketing. Revised Edition, Hart and Troy, Educational Institute of A.H.M.A., 1996. **NOTE:** a Final Exam Answer Sheet is included with the text.

Additional Resources: A wide variety of texts and periodicals on sales, advertising and marketing, etc., are available in the Sault College library. Supplemental resource material on selected areas will be handed out in class by the instructor.

IV. EVALUATION PROCESS/GRADING SYSTEM:

Students will be evaluated on the basis of the following:

4 Progress Tests @ 20% each:	80 %
Final Exam (comprehensive):	<u>20 %</u>

Total:	100%
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IV. EVALUATION PROCESS/GRADING SYSTEM (cont'd):

IMPORTANT NOTES: To receive an additional (OPTIONAL) 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 for a basic certification.
- (b) Students who obtain a score of 90% or more will receive a course certificate designated "With Honours".

The grade upon which the E.I.A.H.M.A. Certificate is based **is solely on the score on the final exam** developed by the Institute, but administered in this class (same exam for all students).

The dates of progress tests will be announced at least one week in advance. If a student is unable to write a test because of illness or legitimate emergency, that student must contact the professor BEFORE the test and provide an acceptable (to the professor) explanation. If the student fails to contact the professor in advance, a zero grade will be given. There are no rewrites or supplemental tests provided.

The grading both of individual tests and the overall grade will be based on the following scale:

A+	90% - 100%	Consistently outstanding
A	80% - 89%	Outstanding achievement
B	70% - 79%	Consistently above average achievement
C	60% - 69%	Satisfactory or acceptable achievement
R	under 60%	Repeat - the student has not achieved the objectives of the course and must repeat it.

In order to successfully complete the course, the student must:

- 1) write all four progress tests and the Final Exam.
- 2) successfully complete (pass) three of the four progress tests.
- 3) achieve a minimum of 50% on the Final Exam.
- 4) attain an overall average of 60% on all semester work.

V, SPECIAL NOTES:

- Special Needs

If you are a student with special needs (eg. physical limitations, visual impairments, hearing impairments, learning disabilities), you are encouraged to discuss required accommodations with the instructor and/or contact the Special Needs Office, Room E1204, Ext. 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

V. SPECIAL NOTES (cont'd):

future use in acquiring advanced standing at other post-secondary institutions.

- Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students and the program.
- Substitute Course Information is available at the Registrar's Office.
- Attendance and participation are critical to success in this course.

FURTHER NOTE: A tentative schedule by week, topic and textbook reference is on the following page. It is subject to substantial modification by the instructor with a minimum of one-week notice to the class.

VI. PRIOR LEARNING ASSESSMENT

Students who wish to apply for advanced credit in the course should consult the instructor.

Tentative Weekly Schedule:

WEEK	TOPIC(S)	REQUIRED READING:
1	The Marketing Concept	Chapter 1
2	Distinctive Aspects of Service Marketing	Chapter 2
3	Strategic Marketing Planning	Chapter 3
4	Environmental Analysis TEST # 1	Chapter 4
5	Product & Competitive Analysis	Chapter 5
6	Market Analysis	Chapter 6
7/8	Integrating Marketing at the Property Level TEST # 2	Chapter 7
9	The Sales Function	Chapter 8
10	Advertising, Publicity and Public Relations	Chapter 9
11	Promotions, Merchandising and Pricing TEST # 3	Chapter 10
12	The Marketing Plan; Pre-Opening Activities	Chapters 11/12
13/14	Marketing-Mindedness; Case Studies	Chapters 13/14
15	Growth Strategies & Hospitality Trends	Chapters 15/16
16	TEST # 4 FINAL EXAMINATION	

FINAL (but IMPORTANT!) NOTE: Your instructor welcomes suggestions for improving both the content and conduct of this course...please make them!!