

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

COURSE OUTLINE

COURSE TITLE: BANQUET AND CONVENTION SALES

CODE NO.: HMG231 SEMESTER: FOUR

PROGRAM: HOTEL AND RESTAURANT MANAGEMENT

AUTHOR: GLEN DAHL

DATE: JANUARY, 1995

PREVIOUS OUTLINE DATED: SEPTEMBER, 1994

New: _____ Revision: X

APPROVED: DEAN, SCHOOL OF BUSINESS & HOSPITALITY _____ DATE

BANQUET AND CONVENTION SALES

HMG231

COURSE NAME

COURSE CODE

COURSE LENGTH: 2 hours weekly

TEXTBOOK: Managing Convention and Group Business, Hoyle, Dorf and Jones

REFERENCE: Convention and Banquet Management, Falkner, Shaw, and Berberoglu

AUDIO VISUAL Film - "Banquet Service Hospitality Sales"

AIDS:

- preparing for the sale
- making the sales call
- overcoming objections
- closing the sale and follow-up

COURSE OBJECTIVES:

At the completion of this course, the student should be able to:

- 1) Summarize the history, scope, and economic importance of the meeting and convention business.
- 2) Identify the differences between on-site and off-site and catered service.
- 3) Identify the issues which must be negotiated and defined for a catered function.
- 4) Describe the components of a contract which must be present for a contract to be enforceable and when written contracts should be used by management.
- 5) Describe the advantages and disadvantages of catering service styles.
- 6) Describe menu considerations for various catering service styles.
- 7) Identify information required for a catered function.
- 8) Describe the booking process and booking documents.
- 9) Identify the requirement to service the client before, during and after a function.

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- 10) Describe the role of catering managers and staff.
- 11) Identify and describe typical catering set up requirements (including room set ups, A.V., etc.)
- 12) Describe various styles of catered service.
- 13) Identify the differences between restaurant table service, banquet service, buffet service (e.g. table arrangements, staffing, billing, timing of service).
- 14) Describe documents typically used to record and monitor catered functions.
- 15) Identify typical catering policies, procedures and how to prepare a function sheet.

EVALUATION:

The student will be expected to complete a convention package suitable for banquet sales in both the Gallery and banquet hall. This will include menus, table layouts, room specifications, etc.

Convention Package	40%
Class Participation	10%
2 Tests (25% each)	50%
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	100%

Pass - 60%

GRADING:

- A+ 90-100%
- A 80- 89%
- B 70- 79%
- C 60- 69%
- R Repeat - under 59%

NOTE: Tests and projects must be completed on specified dates. NO RE-WRITES.