

# Sault\_College\_ of Applied Arts and Technology Sault Ste. Marie.

Course—Outline

MARKETING & SALESMANSHIP

HMG 211-3

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MARKETING & SALESMANSHIP

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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  
HMG 211-3

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

OBJECTIVE: 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:

Method of learning business and marketing subjects is recognized as being the most effective as it simulates real situations and prepares the student for the practical application of knowledge and skills. Lecture & Discussion periods by the instructor and people from the business community will supplement the learning process to give added direction and practical insight.

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.