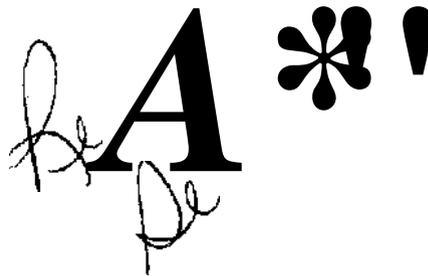


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MARKETING & SALESMANSHIP

HMG 211-3



revised- SEPTEMBER 19 81

MARKETING & SALESMANSHIP  
HMG 211-3

OBJECTIVE:

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

TEXT: Marketing of Hospitality Services, Food, Lodging & Travel  
Crissy, Boewadt, Laudadio  
The Educational Institute of the American Hotel & Motel  
Association - East Lansing, Michigan

METHOD:

1. The Case Study
2. Lecture & Discussion
3. Library Research
4. Supplemental readings

SUBJECT MATTER:

What marketing is and why you should study People  
Product Package & Price before you Promote,

A study of the people of the logical markets for the  
hospitality industry,

- How to measure the effectiveness of your existing  
product and develop an appropriate strategy,
- Defining who your consumer is.

Developing a product offering.

How to get your prospective customer to buy your product,  
increase the size of the sale at a profit. The effective  
use of all promotion tools.

The impact of pricing on profitability. Eliminating  
the guess work,

- Sources and application of Marketing Research data -  
The basics of putting it all together.

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STUDENT EVALUATION:

TESTS	-	October 8, 1981	15%
	-	November 12, 1981	25%
	-	December 17, 1981	40%
ASSIGNMENT DUE	-	December 3, 1981	20%

There will be only one re-write for each test at the discretion of the instructor based on attitude and effort and performance.

MAKE UP PERIOD:

An additional period is provided at the end of the semester for conscientious students who learn at a slower pace. To qualify for the makeup examination the student will:

- complete an additional assignment during the Christmas break,
- prove to the instructor that he is making an effort to catch up.
- pass a makeup test to be held in early January.