

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

COURSE OUTLINE

Course Title: MARKETING AND SALESMANSHIP
Code No.: _____ HMG 211
Program: _____ HOTEL AND RESTAURANT MANAGEMENT
Semester: _____ THREE
Date: _____ SEPTEMBER 1983
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APPROVED:


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Date

MARKETING & SALESMANSHIP

HMG 211

Course Name

Course Number

PHILOSOPHY/GOALS:

This course is designed to further develop skills in marketing techniques which can be applied to the hospitality industry. Included will be the role of advertising, promotion and selling in the marketing mix. Salesmanship will emphasize consumer behavior and the art of persuasion.

METHOD OF ASSESSMENT (GRADING METHOD):

Test #1 - end of week 3 - Chapters 1, 2, 3, 4, 5, 6, & 7	25%
Test #2 - end of week 7 - Chapters 8, 9, 10, 11, & 12	25%
Test #3 - end of week 9 - Chapters 13, 14, 15, 16, & 17	25%
Test #4 - end of week 13- Chapters 18, 19, 20, 21, 22, 23, 24, & 25	<u>25%</u>

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For the majority of students these tests will be sufficient to assign a term mark. Some students may wish to improve their grade and may do so by writing a comprehensive final examination at the end of the semester. Those students who have been absent from tests or do not have a passing grade will be required to write the comprehensive test.

Note:

1. The comprehensive test will include the entire semester's work.
2. Students who are absent from a test for any reason will receive a mark of zero and be required to write the comprehensive test.
3. There will be no rewrites of the individual tests.
4. Test will normally be held in the regular classes at the conclusion of the chapters as indicated above.
5. Students who have a passing grade and who elect to try the comprehensive test to improve their grade will receive the higher mark of the two evaluation methods.

A	-	85	-	100%
B	-	70	-	84%
C	-	55	-	69%

TEXTBOOK(S):

Hospitality For Sale, C. DeWitt Coffman, Educational Institute of the AM & HA, 1980. _____

OBJECTIVES:

The objective of this course is to provide the students with a working knowledge and insight of the professional marketing person in the hospitality industry. Towards this goal, students will study the role of the sales function in the hospitality industry, sales strategy, presentation techniques, effective communication, objection or complaint handling and closing the sale. Students will study advertising, publicity and public relations.

Specifically, the objectives of this course are to assist the student to:

- a) acquire the knowledge, skill and attitude necessary to become effective as a hotel representative.
- b) participate in individual and group exercises designed to illustrate the various marketing processes, and to develop self-confidence in speech and deportment.

METHOD:

A combination of lecture, discussion and demonstration will be used with a considerable emphasis on student presentation. Careful attention should be paid to attendance, as supplemental material will be presented from other sources and demonstration of techniques will be made in class. This material will not be repeated due to the volume of material and the time available.

TIME FRAME FOR COURSE MATERIAL:

Subject to change, the following is the weekly proposed schedule of subjects which will be included in the instructions. They are not necessarily the only subjects taught, but rather the major areas to be covered, and are presented to indicate the overall, general direction of the course.

I PRESALE (Weeks 1 & 2)

Definitions

- public speaking

Fixed obligations

- controllable expenses/noncontrollable expenses
- house profit/operating profit
- equity/risk capital/venture capital
- the importance of objectives
- the source and application of funds

Product, Market and Competition

- the importance of information
 - product knowledge
 - market knowledge
 - competition knowledge
- consumer orientation (travellers in the rain)
- marketing mix = decision variables
- developing a market strategy

Sales Planning

- the thrill of the sale
- when/where do I get my business?
- generate ideas for slow spots
- review importance of the occupancy rate to profit
- where profit comes from (banquets & rooms)
- to run or lease the restaurant operation
- compatibility of markets - bar vs rooms
- leisure market analysis
- directed vs undirected marketing
- utilization of personal sales contacts
- selling marketing to management
- is there a need for a direct sales person?
- sales person qualifications

Budgeting

- need/importance of budgeting
- the components of a marketing budget
- the process of developing a budget
- income statements (monthly, annually)

Sales Training

- a few basic tenets about sales training
- selling the staff on selling
- the synergistic effect (teamwork)
- the importance of strokes (management & front desk)
- intangibles - enthusiasm
 - confidence
 - eagerness to please

II

THE SELLING INSTRUMENT

Personal Selling (Week 3 & 4)

- the advantage and importance of personal selling
- the step by step sales call for hotels
- the influence of fear
- deportment/grooming/manners/clothes/language
- handling complaints
- record keeping (the various forms)
- internal vs external selling
- site inspection
- the importance of personality, persistence and innovative ideas

Advertising (Weeks 5, 6, & 7)

- the importance & definition
- the importance of campaignstime
- theme, presentation, tonnage & consistency
- competitive distinctiveness
- display advertising
- the qualities of a good ad
- outdoor advertising
- clear and understandable signing
- direct mail advertising
- newsletters
- media

Publicity & Public Relations

- the importance and nature of publicity and PR
- a press release procedure
- trade press (time permitting)
- public speaking
- public relations checklist

Internal Selling

- the nature and importance of internal selling
- the importance of internal sales training
- passive vs active internal selling
- internal selling tools
- developing repeat business

Telephone Selling

- the nature and importance of telephone selling
- the procedure for telephone selling
- the importance of deportment (manners & language)

Special Promotions

- the cyclical nature of sales
- package promotions
- ideas are a dime a dozen

TEST #2

SALES AGENCIES

Contractual Agencies (Weeks 8 & 9)

- the franchise system - hotels
 - restaurants
- hotel reservation referral system
- should you join?
- management companies

Travel Agents

- what is a travel agent (wholesale vs retail)
- the importance of ASTA
- travel guides
- glossary of terms

Tourist and Convention Bureaus

- the function of tourist and convention bureaus
- the importance of tourist and convention bureaus

Advertising and Publicity Agencies

- the nature and importance of ad agencies
- what you can expect from an agency
- the function of publicity agents

Membership and Consultants

- the importance of membership association
- how to benefit from membership

TEST #3

IV THE ACT OF SELLING (Weeks 10, 11, 12, & 13)

Product Planning

- geographic representation of sales
- ask for business
- brand names, images and trademarks and logos
- product analysis
- recruiting, selection and training
- travel terms

Individual Room Sales

- the segmented market
- promotion ideas
- what corporate buyers look for
- marketing for the small property
- sales blitz
- special markets

Group Room Sales

- the sources of group business
- about meeting planners and site selection
- the HSMA manual - convention solicitation
- booking at a profit
- the importance of follow-up

Food and Beverage

- banquets
- restaurant advertising
- selling wine
- restaurant classifications
- interior decor
- menus (ideas and samples)

V POST SALE (Week 14)

Evaluation of Business Served

- record keeping

Follow-Up

- bring guests back

The Convention Selling Effort

- word of mouth

Conclusion

- creativity

.....TEST #4

THE COMPREHENSIVE TEST