



COURSE OUTLINE

HOS200

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Prepared: Peter Graf Approved: Sherri Smith

Course Code: Title	HOS200: HOSPITALITY MARKETING
Program Number: Name	2078: CULINARY MANAGEMENT
Department:	CULINARY/HOSPITALITY
Semester/Term:	17F
Course Description:	This course will provide the participant with an overview of hospitality industry techniques. Particular emphasis will be placed on historical, psychological, demographic, cultural, and attitudinal factors. The course will prepare the participant for a variety of sales roles in the industry.
Total Credits:	3
Hours/Week:	3
Total Hours:	45
Substitutes:	BUS208, MKT101, OEL768
Vocational Learning Outcomes (VLO's): Please refer to program web page for a complete listing of program outcomes where applicable.	#6. apply business principles and recognized industry costing and control practices to food service operations to manage and promote a fiscally responsible operation. #8. select and use technology, including contemporary kitchen equipment, for food production and promotion. #9. perform effectively as a member of a food and beverage preparation and service team and contribute to the success of a food-service operation by applying self-management and interpersonal skills. #11. contribute to the development of marketing strategies that promote the successful operation of a food service business. #12. contribute to the business management of a variety of food and beverage operations to foster an engaging work environment that reflects service excellence.
Essential Employability Skills (EES):	#1. Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. #2. Respond to written, spoken, or visual messages in a manner that ensures effective communication. #3. Execute mathematical operations accurately. #4. Apply a systematic approach to solve problems. #5. Use a variety of thinking skills to anticipate and solve problems. #6. Locate, select, organize, and document information using appropriate technology and



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information systems.

#7. Analyze, evaluate, and apply relevant information from a variety of sources.

#8. Show respect for the diverse opinions, values, belief systems, and contributions of others.

#9. Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

#10. Manage the use of time and other resources to complete projects.

#11. Take responsibility for ones own actions, decisions, and consequences.

General Education Themes: Social and Cultural Understanding

Course Evaluation:

Evaluation Process and Grading System:

Evaluation Type	Evaluation Weight
Assignments	20%
Attendance/Professionalism/Participation	8%
Exam 1	24%
Exam 2	24%
Exam 3	24%

Books and Required Resources:

Hospitality Sales and Marketing by Abbey

Publisher: AHLEI Edition: 5

ISBN: 9780866123259

Course Outcomes and Learning Objectives:

Course Outcome 1.

Summarize major trends affecting the hospitality industry.

Learning Objectives 1.

- Define/discuss globalization, consolidation, and product segmentation
- Discuss the impact of changing distribution methods, computers, and media planning
- Explain the impact(s) of environmental awareness and eco-tourism
- Discuss changing guest preferences and relationship marketing support the development of diverse local, indigenous, regional and national culinary styles
- Analyze how the use of social media platforms developed over the past 10 years and where it is heading



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Course Outcome 2.

Discuss formation and implementation of a public relations (P.R.) plan.

Learning Objectives 2.

- Discuss six elements involved in an effective public relations plan
- Explain two ways to measure P.R. effectiveness
- Describe news releases and media kits
- Explain how to deal effectively with travel writers
- List guidelines for good media relations
- Explain how to prepare for a personal interview
- Summarize methods for dealing with sensitive subjects effectively

Course Outcome 3.

Discuss specialty sales: meetings and conventions, seniors, business, corporate, and government clients, baby-boomers and other individual leisure travellers, travel agents, disabled, ethnic and cultural, sports teams, etc.

Learning Objectives 3.

- Identify three groups of frequent business travellers
- Describe four property features especially important to women travellers
- List four types of business stays
- Discuss executive or business floors and special business services now provided by many properties
- Discuss ways to reach business travellers
- List typical weekend packages
- Discuss how properties meet the needs of travelling families
- Identify programs and clubs for seniors
- Discuss baby-boomers and other leisure travellers
- List three types of travel agents and three types of travellers serviced by them
- Describe means of reaching corporate and governmental travel planners
- Discuss special considerations involving honeymooners, international travellers, professional and amateur sports teams, disabled and other special travel segments



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Course Outcome 4.

Distinguish marketing from selling, and discuss in general terms the benefits of a marketing plan.

Learning Objectives 4.

- Describe long term versus short term processes
- Briefly describe the “four p’s” of classical marketing and their relationship to the hospitality industry
- Define peak, valley, and shoulder periods
- Describe unique challenges of hospitality sales
- Discuss the makeup and functions of the marketing team
- Identify the six steps of a marketing plan
- Summarize the three parts of a marketing audit
- Define “positioning” and describe two basic positioning choices
- List budget options for marketing and sales, including percentage-of-sales, competitive-parity, affordable-funds and zero-base budgeting
- Explain some of the challenges to meeting sales goals

Course Outcome 5.

Summarize the typical positions in a sales office.

Learning Objectives 5.

- List typical job titles and responsibilities for the marketing and sales division of a larger property
- Summarize typical positions/roles in a sales office
- Identify three classic organizational principles
- Discuss characteristics common to successful salespersons
- Identify typical training techniques for salespeople and describe general types of sales meetings
- Describe the function book and guestroom control book and their roles
- Explain three typical sales office information systems and the impact of computers



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Course Outcome 6.

Identify the importance of personal selling in the industry and describe personal selling techniques.

Learning Objectives 6.

- Describe several types of personal sales calls
- Define four categories of territorial space
- Discuss the importance of body language in sales
- List the steps involved in a presentation sales call
- Explain three skills required for a successful presentation

Course Outcome 7.

Discuss telephone sales techniques and internal marketing and sales.

Learning Objectives 7.

- Describe the “basics” of effective telephone communications
- Explain the purpose of prospecting and qualifying calls
- Summarize steps to follow in making appointment phone calls
- Discuss closing techniques for telephone sales and how they may differ from in-person sales calls
- Explain examples of in-house promotions and special guest services

Course Outcome 8.

Identify food and beverage and catering department responsibilities and personnel, including restaurant, lounge, banquet, and meeting room sales.

Learning Objectives 8.

- Research and use marketing information, including trends and life-stage preferences, to develop and suggest menu items and concepts



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- Describe three basic types of restaurant promotions
- Outline the steps in developing effective in-house promotions, and explain how employees can build repeat business
- Discuss room service and limited-service operations
- Explain why profit margins for banquets are often substantially greater than for a hotel restaurant
- Describe four ways to generate catering sales
- Explain guidelines for increasing meeting room sales
- Participate in meetings and understand the importance of group dynamics ensure being up to date with regulations, codes and liability risks

Course Outcome 9.

Describe and explain common advertising strategies and methods.

Learning Objectives 9.

- Explain why a hospitality property should advertise and list four goals of advertising
- Summarize advantages and disadvantages of five major types of advertising
- Distinguish between reciprocal and cooperative advertising
- Identify and explain common advertising strategies
- Explain budgeting factors for advertising
- Describe the role of ad agencies and how they can help a property
- Describe how the outcome of group meetings can influence strategies and methods

Course Outcome 10.

Describe methods of utilizing the electronic media (radio, broadcast TV, cable, and cyberspace).

Learning Objectives 10.

- Identify factors for selecting a radio station for advertising
- Summarize the content of a typical radio ad, and list types of radio ads
- Describe how properties buy airtime and how they measure a radio ad's effectiveness
- Explain the elements of a successful TV ad, and list types of TV ads
- Describe three ways properties buy TV airtime



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- Discuss video brochures and video magazines
- Discuss the growing use of the Internet for advertising, communications, reservations and guest follow-up
- Discuss how sales and marketing strategies are more and more changing using social media.
- Develop a plan to use social media for marketing the Willow Teaching Restaurant

Course Outcome 11.

Identify the importance of social media in relation to sales and marketing.

Learning Objectives 11.

- Identify which social media platforms are important for the hospitality industry
- Identify which new developments are foreseeable in this area and how this should be planned for the future strategies

Date:

Thursday, August 31, 2017

Please refer to the course outline addendum on the Learning Management System for further information.