

Hospitality Marketing and Sales (HAMG 2307) Online



Credit: 3 semester credit hours (3 hours lecture)

Prerequisite/Co-requisite: Complete the Online Orientation and answer yes to 7+ questions on the Online Learner Self-Assessment:

<http://www.lit.edu/depts/DistanceEd/OnlineOrientation/OOStep2.aspx>

Course Description

The focus of this course is to identify the core principles of marketing and sales and their impact on the hospitality industry. *This course is time-bound, structured, and completed totally online.*

Required Textbook and Materials

Hsu, C. H., & Powers, T. (2002). *Marketing Hospitality 3rd Edition*. New York: John Wiley & Sons Inc. I SBN 0-471-34885-6

Course Objectives

Upon completion of this course, the student will be able to:

1. Identify the core principles of marketing and sales and their impact on the hospitality industry. (SCANS:C5.4,C7.4 F8.4,F9.4, F12.4)
2. Identify the components of the marketing mix. (SCANS: C5.4)
3. Develop or critique a marketing plan as it relates to an organizational mission statement and strategy plan.(SCANS: C5.4, C6.4, F8.4, F12.4)
4. Demonstrate successful approaches and techniques to sales. (SCANS: C6.4, F7.4, F8.4, F12.4)

SCANS Skills and Competencies

Beginning in the late 1980's, the U.S. Department of Labor Secretary's Commission on Achieving Necessary Skills (SCANS) conducted extensive research and interviews with business owners, union leaders, supervisors, and laborers in a wide variety of work settings to determine what knowledge workers needed in order to perform well on a job. In 1991 the Commission announced its findings in *What Work Requires in Schools*. In its research, the Commission determined that "workplace know-how" consists of two elements: foundation skills and workplace competencies.

Course Outline

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| <p>A. Introduction</p> <ol style="list-style-type: none">1. Introduction of faculty and students2. Review Syllabus3. Review Class Policies <p>B. Marketing – Everybody's Job</p> <ol style="list-style-type: none">1. Three approaches to the market2. Marketing | <ol style="list-style-type: none">3. Organizing and managing the marketing function4. Organizing the marketing unit <p>C. Hospitality Services</p> <ol style="list-style-type: none">1. Hospitality service characteristics2. Hospitality service marketing system |
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HAMG 2307 Online

Course Syllabus

3. Service quality
4. Service quality control and the zero-defect goal
5. Managing demand through queuing
6. Internal marketing
- D. The Macro and Micro Environments of Hospitality Market
 1. The macro environment
 2. The micro environment
- E. Market Segmentation and Target Marketing
 1. Segmenting and targeting markets
 2. Types of segments
 3. Segmenting organizational markets
- F. Marketing Information and Research
 1. Marketing intelligence
 2. Common concerns in hospitality marketing research
 3. The research process
 4. Consumer information: Mining the guest database
- G. Marketing Strategy
 1. Strategic Marketing
 2. Corporation strategic planning
 3. Positioning
 4. Strategy in small firms
- H. The Marketing Plan
 1. Content and development of a marketing plan
 2. External Analysis
 3. Internal analysis
 4. Action plan
- I. The Hospitality Product
 1. The hospitality marketing mix
 2. The service offering
 3. Physical environment: Managing the evidence
 4. The concept as product
 5. Branding
6. Product Life Cycle
7. New Products
- J. Place in Hospitality Marketing: Distribution
 1. Place and places
 2. Lodging distribution systems
 3. Distribution in foodservice
 4. Other intercompany marketing agreements
- K. Place in Hospitality: Location
 1. Location strategies
 2. Tactical issues
 3. Restaurant site evaluation
 4. Hotel location: The feasibility study
- L. The Price of Hospitality
 1. Price/Value
 2. Pricing Objectives
 3. The Determinants of Price
 4. Pricing methods in foodservice
 5. Hotel pricing
 6. Yield Management
 7. Package Prices
- M. Marketing Communication: Advertising
 1. Communication Mix
 2. Objectives of marketing communication
 3. Advertising goals and objectives
 4. Advertising Planning
 5. Advertising agencies
- N. Marketing Communication: Sales Promotion, Public Relations/Publicity, and Personal Selling
 1. Sales Promotion
 2. Public relations and publicity
 3. Personal selling
- O. Marketing at the Unit Level
 1. Neighborhood Marketing
 2. Local marketing in foodservice
 3. Property-level marketing in lodging

Grade Scale

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

HAMG 2307 Online

Course Syllabus

Course Evaluation

Final grades will be calculated according to the following criteria:

Homework	50%
Projects & Discussions	25%
Chapter Tests	15%
Final Exam	10%

The instructor will respond to e-mail and voice mail communication within 24 hours Monday through Friday. Assignment grades will be published within 48 hours of the assignment due date. The instructor will log into the course and have online office hours 6:00-7:00 p.m., in the course “Chat Common Room” on Wednesdays.

Course Requirements

1. The student will follow each step in the weekly learning module during the assigned week.
2. The student will post weekly, online responses to weekly student-to-student and student-to-instructor discussions centered on the “Introduction to Management In the Hospitality Industry” chapter discussions. Due dates for these assignments are shown on the course calendar and in the learning modules.
3. The student will complete the online chapter tests by the due dates shown on the course calendar.
4. The student will post weekly written assignments according to the directions within each assignment. The due dates for assignments are shown on the course calendar and in the assignment instructions.
5. Students will take a Final Exam for the course during the assigned time frame.

Course Policies

1. You must log onto Blackboard and access this course a minimum of three times per week.
2. Cheating of any kind will not be tolerated.
3. If you wish to drop a course, the student is responsible for initiating and dropping the course. If you stop logging-in to the course and do not complete the course drop process, then you will receive an “F” grade for the course
4. Internet Usage – Students are expected to use proper net etiquette while participating in course emails, assignment submissions, and online discussions.

Technical Requirements

The latest technical requirements, including hardware, compatible browsers, operating systems, software, Java, etc. can be found online at:

<http://kb.blackboard.com/pages/viewpage.action?pageId=25368512>

A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

Disabilities Statement

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the online resource:

<http://www.lit.edu/depts/stuserv/special/defaults.aspx>

Course Schedule

Week	Topic	Reference
1	Learning Module Week 1 <ul style="list-style-type: none">• Orientation• Personal Bio. Discussion Prompt• Chapter 1 – Marketing Everybody’s Job• Lecture Slide Ch. 1• Discussion prompt Chapter 1	Text pages 1 – 16 Online Learning Module Week 1
2	Learning Module Week 2 <ul style="list-style-type: none">• Chapter 2 – Hospitality Services• Chapter 2 Lecture Slides• Week 2 Discussion• Week 2 assignment	Text pages 17 - 40 Online Learning Module Week 2
3	Learning Module Week 3 <ul style="list-style-type: none">• Chapter 3 – The Macro and Micro Environments of Hospitality Marketing• Chapter 3 – Lecture Slides• Week 3 Discussion• Week 3 Assignment• Review Chapters 1- 3	Text pages 41 - 64 Online Learning Module Week 3
4	Learning Module Week 4 <ul style="list-style-type: none">• Assessment Chapters 1 - 3• Chapter 4 – Market Segmentation and Target Marketing• Chapter 4 – Lecture Slides• Week 4 Discussion• Week 4 Assignment	Text pages 65 - 92 Online Learning Module Week 4
5	Learning Module Week 5 <ul style="list-style-type: none">• Chapter 5 – Marketing Information and Research• Chapter 5 – Lecture Slides• Week 5 Discussion• Week 5 Assignment	Text pages 93 - 122 Online Learning Module Week 5
6	Learning Module Week 6 <ul style="list-style-type: none">• Chapter 6 - Marketing Strategy	Text pages 123 - 148

HAMG 2307 Online
Course Syllabus

Week	Topic	Reference
	<ul style="list-style-type: none"> • Chapter 6 – Lecture Slides • Week 6 Discussion • Week 6 Assignment • Review Chapters 4 – 6 	Online Learning Module Week 6
7	Learning Module Week 7 <ul style="list-style-type: none"> • Assessment Chapters 4 - 6 • Chapter 7 – The Marketing Plan • Chapter 7 – Lecture Slides • Week 7 Discussion • Week 7 Assignment 	Text pages 149 - 168 Online Learning Module Week 7
8	Learning Module Week 8 <ul style="list-style-type: none"> • Chapter 8 - The Hospitality Product • Chapter 8 – Lecture Slides • Week 8 Discussion • Week 8 Assignment 	Text pages 169 - 200 Online Learning Module Week 8
9	Learning Module Week 9 <ul style="list-style-type: none"> • Chapter 9 – Place in Hospitality Marketing: Distribution • Chapter 9 – Lecture Slides • Week 9 Discussion • Week 9 Assignment 	Text pages 201 - 224 Online Learning Module Week 9
10	Learning Module Week10 <ul style="list-style-type: none"> • Chapter 10 – Place in Hospitality: Location • Chapter 10 – Lecture Slides • Week 10 Discussion • Week 10 Assignment • Review Chapters 7 - 10 	Text pages 225 - 244 Online Learning Module Week 10
11	Learning Module Week 11 <ul style="list-style-type: none"> • Assessment Chapters 7 - 10 • Chapter 11 – the Price of Hospitality • Chapter 11 – Lecture Slides • Week 11 Discussion • Week 11 Assignment 	Text pages 245 - 266 Online Learning Module Week 11
12	Learning Module Week 12 <ul style="list-style-type: none"> • Chapter 12 – Marketing Communication: Advertising • Chapter 12 – Lecture Slides • Week 12 Discussion • Week 12 Assignment 	Text pages 267 - 294 Online Learning Module Week 12
13	Learning Module Week 13 <ul style="list-style-type: none"> • Chapter 13 – Marketing Communication: sales Promotion, Public Relations/Publicity, and Personal Selling 	Text pages 295 - 316 Online Learning Module Week 13

HAMG 2307 Online
Course Syllabus

Week	Topic	Reference
	<ul style="list-style-type: none">• Chapter 13 – Lecture Slides• Week 13 Discussion• Week 13 Assignment	
14	Learning Module Week 14 <ul style="list-style-type: none">• Chapter 14 – Marketing at the Unit Level• Chapter 14 – Lecture Slides• Week 14 Discussion• Week 14 Assignment• Review Chapters 11 - 14	Text pages 317 - 344 Online Learning Module Week 14
15	Learning Module Week 15 <ul style="list-style-type: none">• Assessment – Chapters 11 – 14• Course Review	Text Online Learning Module Week 15 Review all prior Learning Modules
Exam	Final Exam	Final Exam

Contact Information: (varies by instructor)