



COURSE OUTLINE

Course Number HOS 204	Course Title HOSPITALITY MARKETING	Credits 3
Hours: Lecture/Lab/Other 3/0/0	Co- and/or Pre-requisites None	Implementation Semester & Year Spring 2023

Catalog description:

Addresses marketing plans, market research, market segmentation, positioning, consumer behavior, advertising, promotion, pricing theory, and hospitality group sales.

General Education Category: Not GenEd

Course coordinator:

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Required Texts & Other Materials:

Hartley, R & Claycomb, C. (2014). Marketing mistakes & successes. Hoboken, NJ. John Wiley & Sons, Inc. ISBN: 978-1-118-07846-4.

Course Student Learning Outcomes (SLO):

Upon successful completion of course students will be able to:

1. Differentiate marketing activities from sales activities. (**Supports ILGs 1, 5, 10, 11; PLOs 4, 11**)
2. Identify and assess trends and conditions affecting marketing in the hospitality industry. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)
- 3.
4. Explain positioning strategies that allow hospitality operations to maintain competitive advantage based upon current market trends and conditions. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)
5. Develop a marketing plan. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)
6. Identify activities and personnel typically found in marketing and sales offices of hospitality operations. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)
7. Assess the use of various communication strategies. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)
8. Evaluate the roles of advertising, public relations, and publicity in communicating with prospective customers. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)
9. Explain how hospitality operations work to meet the particular needs of both business and leisure travelers. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)

10. Recognize and understand the importance of functions for hospitality operations. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)
11. Appreciate how cultural understanding improves marketing and sales efforts in globalized markets. (**Supports ILGs 1, 5, 8, 10, 11; PLOs 4, 11**)

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 1 – Written and Oral Communication in English – Students will communicate effectively in both speech and writing.

Institutional Learning Goal 5 – Social Science – Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 8 - Diversity and Global Perspective – Students will understand the importance of a global perspective and culturally diverse peoples.

Institutional Learning Goal 10 – Information Literacy – Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11 – Critical Thinking – Students will use critical thinking skills to understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Hotel, Restaurant, and Institutional Management (PLO)

4. Develop professional written and verbal communication and computational skills related specifically to hospitality.
11. Identify and interpret skills required in supervisory positions in various segments of hospitality.

Units of study in detail – Unit Student Learning Outcomes:

Unit I [Unit I Introduction to Hospitality Marketing] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Assess historic and current trends and conditions both within and affecting the hospitality industry.
- Differentiate marketing activities from sales activities.
- Compare and contrast broadcasting (shotgun approach) to narrowcasting (rifled approach) to marketing and advertising.
- Explain the illustrative purpose of the marketing mix.
- Evaluate the use of the hospitality industry marketing mix to describe how the individual: (a) product-service; (b) place-distribution; (c) promotion-communication; and (d) price- rate mixes set marketing and organizational direction.
- Define and differentiate media and medium
- Explain how “noise” and media clutter impact the promotion-communication mix.
- Distinguish challenges particular to sales in the hospitality industry.

Unit II [Unit II The Marketing Plan] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Distinguish benefits of long-range marketing planning and the use of marketing teams.

- Calculate market share and fair share.
- Recognize the use of room nights and covers as “currencies” in evaluating operational performance.
- Utilize the Boston Consulting Group (BCG) Matrix as a tool to evaluate consumer appeal for product/service effectiveness.
- Define the term strategic business units (SBUs) as they apply to the BCG Matrix.
- Assess demographic analysis in marketing.
- Identify the concepts of brand, branding, and brand equity.

Unit III [Unit III The Marketing and Sales Office] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Identify the duties and responsibilities of positions typically found in hospitality marketing and/or sales offices.
- Assess the characteristics of successful salespeople.
- Evaluate the effectiveness of advertising.
- Analyze the dyadic relationships between buyers and sellers.

Unit IV [Unit IV Personal and Telephone Sales] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Describe the objectives of various types of personal sales calls.
- Identify sources for prospecting individual and group businesses and explain how salespeople qualify prospects as potential clients.
- Explain how salespeople prepare for presentation sales calls and project a professional image when making presentations.
- Summarize the five steps of presentation sales calls.
- Explain how salespeople can improve productivity through efficient time management and account management.
- Assess effective telephone communication.
- Evaluate the effectiveness of telemarketing operations.

Unit V [Unit V Internal Marketing and Sales/Marketing Restaurants and Lounges] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Assess the importance of empowerment in hospitality operations.
- Envision ways to generate “buzz” about hospitality operations in response to guests’ “wow-factors.”
- Explain the use and effectiveness of Disney definitions: (a) the show; (b) cast-member; (c) on-stage; and (d) off-stage.
- Evaluate the applicability of Disney’s three magic imperatives ((1) Keep the park clean; (2) Do your job; and (3) Create happiness.) toward other hospitality operations.
- Distinguish the importance of internal sales.
- Identify trends affecting the food and beverage portion of the hospitality industry.

Unit VI [Unit VI Functions and Catering] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Identify the duties and responsibilities of personnel typically found in a hotel catering department.
- Describe catering promotions and summarize how salespeople develop leads and follow up inquiries in building business for catering departments.
- Assess sales strategies and procedures for selling to catering clients, explain how catering functions are planned and managed, and identify ways the catering department can follow up accounts.
- Distinguish issues involved in meeting room sales, including types of meeting rooms, meeting room setups, how meeting rooms are booked, and how meetings are managed.

Unit VII [Unit VII Advertising and Public Relations] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Assess the use of SWOT (strengths, weaknesses, opportunities, and threats) and TOWS (threats, opportunities, weaknesses, and strengths) analyses in case studies and operational evaluations.
- Distinguish use of the AIDA formula (attention, interest, desire, and action) in marketing effectiveness.
- Explain advantages and disadvantages for newspaper, magazine, directory, radio, television, video magazine, internet, fax, direct mail, transit, collateral, and alternative media advertising.
- Calculate CPM (cost per thousand), CPI (cost per inquiry), and CPC (cost per conversion).
- Evaluate usage of flighting and pulsing advertising strategies.
- Analyze the use of stealth marketing techniques in overcoming media clutter and consumer resistance.
- Discuss the use of consumer/customer marketing in marketing to the demographic of one.

Unit VIII [Unit VIII Marketing to Business Travelers] [Supports Course SLO 1-10]

Learning Objectives

The students will be able to:

- Summarize the criteria business travelers use in making lodging decisions.
- Explain how hospitality properties meet the needs of business travelers.
- Assess efforts aimed at marketing to business travelers.
- Evaluate the relationship between price/rate and quality (value) perception.

Unit IX [Unit IX Marketing to Leisure Travelers] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Distinguish the importance of customer relationship marketing as an essential effort in hospitality marketing.
- Evaluate how hospitality operations market to families, seniors, baby boomers, generation Xers, and other individual leisure traveler market segments.
- Assess how hospitality operations market to group leisure travelers.
- Differentiate skimming and penetrating pricing strategies.
- assess differences between short-run average cost (SRAC) and long-run average cost (LRAC).
- Calculate the break-even point for new hospitality ventures.
- Differentiate the three (03) levels of product/service: (1) augmented product/service; (2) actual product/service; and (3) core benefit.

Unit X [Unit X Marketing to Travel Agents] [Supports Course SLO 1-10]

Learning Objectives

The students will be able to:

- Assess travel agencies and the clients they serve.
- Explain how hospitality operations serve travel agencies and their clients.

Unit XI [Unit XI Marketing to Meeting Planners] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Describe various association meetings and criteria necessary for planning such meetings.
- Describe various corporate meetings and criteria necessary for planning such meetings.
- Assess ways in which hospitality operations market to meeting planners.

Unit XII [Unit XII Marketing to Special Segments] [Supports Course SLO 1-11]

Learning Objectives

The students will be able to:

- Assess marketing considerations toward international travelers.
- Evaluate the needs of disabled travelers.
- Explain marketing considerations toward honeymooners, sports teams, government employees, and other special market segments.

Evaluation of Student Learning:

- Student Introduction 1%
- Hospitality Marketing Project 29%
- Articles 20%
- Case Study Assignments 20%
- Test 1 15%
- Test 2 15%

Grade Scale:

- 100% - 93% = A
- 92% - 90% = A-
- 89% - 87% = B+
- 86% - 83% = B
- 82% - 80% = B-
- 79% - 77% = C+
- 76% - 70% = C
- 69% - 60% = D
- 59% - 0% = F