Course Syllabus

Department: Business Department

Date: 12/17/2012

I. Course Prefix and Number: HTM 220

   Course Name: Hospitality Marketing and Sales

   Credit Hours and Contact Hours: 3 credit hours and 3 contact hours

   Catalog Description including pre- and co-requisites:

   This course allows the student to analyze basic sales management policies and procedures. The functions of a working hotel sales department will be discussed with an emphasis on the utilization of property management system data in sales planning, brief preparation, sales presentations, and client contact. The student will also consider trade show and exhibit sales techniques, sales blitz planning and execution, and marketing research and promotional programs.

   Prerequisite: HTM 100.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This course is a required course for Hotel & Resort Management students, a business elective for business students and a general elective for all other students.

II. Course Student Learning Outcomes:

   Upon completion of this course the student will be able to:
   1. Describe the component parts of a successful sales presentation
   2. Interpret a hotel marketing plan and analyze the departmental implications of that plan
   3. Demonstrate working knowledge of publicity and public relations
   4. Explain various methods for closing a sale
   5. Describe the process for developing a marketing plan
   6. Describe the hotel marketing mix and explain services marketing
   7. Identify how the hotel market is segmented and further fragmented
   8. Explain advertising appeals and advertising techniques
College Learning Outcomes Addressed by the Course:

☐ writing  ☐ computer literacy
X oral communications  X ethics/values
X reading  ☐ citizenship
☐ mathematics  ☐ global concerns
☐ critical thinking  ☐ information resources

III. Assessment Measures:

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
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<tr>
<td>Oral Communications</td>
<td>Students will be assigned at least one oral sales presentation to be delivered to the class. Role playing exercises will also be employed in the course.</td>
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<tr>
<td>Reading</td>
<td>Students will be required to read the textbook throughout the course in order to demonstrate knowledge of the material. Additional reading materials will be assigned as needed to supplement text information.</td>
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<tr>
<td>Ethics/Values</td>
<td>Students will analyze values and behaviors displayed by individuals and businesses alike. Special attention will be paid to integrity in the sales process, codes of ethics, and relationship building through honesty.</td>
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IV. Instructional Materials and Methods

Students will analyze values and behaviors displayed by individuals and businesses alike. Special attention will be paid to decisions involving guest/employee interactions and management/employee scenarios.

Types of Course Materials:

Textbook – The FLCC College Bookstore is able to provide information on the textbook currently being used in this course. Additional materials such as articles, digital presentations, and guest speakers may be used to supplement the textbook.
**Methods of Instruction:**

This course may be taught using a traditional lecture and discussion format. Group exercises, individual projects, presentations, research papers, situational analysis assignments, and student-guided dialogues may additionally be used. Voluntary and mandatory visitations and field experiences may also be utilized.

Students may be evaluated on the following basis: tests, quizzes, written homework, submitted projects and papers, group participation, attendance, and class participation.

**V. General Outline of Topics Covered:**

1. The relationship between seller and client
2. General approaches to sales
3. Methods for closing the sale
4. Dynamics of a sales blitz
5. Component parts of a sales presentation
6. Theories on advertising and branding
7. The public relations process
8. Development of and uses of packages
9. How to organize a sales effort
10. Organization of a sales department
11. Types of sales calls
12. How to find and qualify leads
13. Determining success of a sales effort
14. Competitive analysis
15. Converting features to benefits when selling the intangible
16. Sales and the marketing plan
17. Defining markets, specialization
18. Segmentation, fragmentation, positioning, and market characteristics
19. Upselling and suggestive selling
20. Relationship selling and fostering repeat business
21. The relationship between sales and operations
22. E-commerce, using the internet and web-based selling
23. Development of and uses of promotions
24. Hospitality distribution channels and the importance of social media
25. Pricing strategies
26. Fostering customer loyalty
27. Market research and evaluation
28. Sales vs. service or Sales and service