

BUHM 024: HOSPITALITY SALES AND MARKETING

Originator

ybender

Justification / Rationale

This course will serve to introduce students to the unique aspects of Sales and Marketing in the Hospitality Industry.

Effective Term

Fall 2022

Credit Status

Credit - Degree Applicable

Subject

BUHM - Business/Hotel & Restaurant

Course Number

024

Full Course Title

Hospitality Sales and Marketing

Short Title

HOSP. SALES AND MARKETING

Discipline**Disciplines List**

Hotel and Motel Services

Modality

Face-to-Face

100% Online

Hybrid

Catalog Description

This class will introduce students to the trends shaping the lodging and foodservice industries, including technology and social media, marketing to Millennials, sustainability, and the "farm-to-fork" movement. Sales and prospecting techniques, the Marketing plan, marketing to various customer segments, distribution, revenue management, marketing for restaurants, and catered events, and customer relationship management will be discussed in this class.

Schedule Description

Hospitality Sales and Marketing will introduce you to sales and prospecting techniques, market segments, distribution, revenue management, and customer relationship management that are unique to the Hospitality industry. Advisory: BUHM 050

Lecture Units

3

Lecture Semester Hours

54

In-class Hours

54

Out-of-class Hours

108

Total Course Units

3

Total Semester Hours

162

Prerequisite Course(s)

Advisory: BUHM 050

Required Text and Other Instructional Materials**Resource Type**

Book

Formatting Style

MLA

Author

James R. Abbey, Ph.D., CHA, University of Nevada, Las Vegas

Title

Hospitality Sales and Marketing

Edition

6th

Publisher

AHLEI

Year

2014

College Level

Yes

ISBN #

978-1-949324-27-3

For Text greater than five years old, list rationale:

This is the most current Sales and Marketing textbook offered by the AHLEI. It is required in order for students to receive the Certified Hospitality Supervisor designation and Hospitality Operations Certificate from the AHLEI (Americal Hotel and Lodging Educational Institute).

Class Size Maximum

40

Entrance Skills

Recognize terms, practices, and segments in the hospitality industry.

Requisite Course Objectives

BUHM 050-Explain the relationship of lodging and food service operations to the travel and tourism industry.

BUHM 050-Explain the functional management areas present in the lodging, food service, and resort hospitality industry.

Entrance Skills

Demonstrate an understanding of the hospitality industry.

Requisite Course Objectives

BUHM 050-Explain the relationship of lodging and food service operations to the travel and tourism industry.

BUHM 050-Explain the functional management areas present in the lodging, food service, and resort hospitality industry.

Course Content

- Marketing Mix
- The Managers Role in Sales and Marketing

- The Marketing Plan
- Managing the Sales and Marketing Office
- Sales Techniques
- Marketing to Various Customer Segments
- Marketing Catered Events and Meeting Rooms
- Marketing Restaurants and Lounges

Course Objectives

	Objectives
Objective 1	Explain how theories and concepts are actually applied in the workplace.
Objective 2	Apply knowledge of the role of technology and social media to attract and retain customers.
Objective 3	Apply the skills required for personal, telephone, and internal marketing and sales.
Objective 4	Explain the role of management in the hospitality sales and marketing process.
Objective 5	Discuss the needs of the various market segments identified in hotels.
Objective 6	Identify the differences in catering and banquet sales.
Objective 7	Explain the process for qualifying leads.
Objective 8	Discuss the role of Revenue Management in hotel sales and marketing.

Student Learning Outcomes

	Upon satisfactory completion of this course, students will be able to:
Outcome 1	Students will write a marketing plan that applies course concepts learned during the semester.
Outcome 2	Identify the sales and marketing strategies for each hotel market segment.
Outcome 3	Explain the technology and social media outlets used in the hospitality industry to market to each segment.

Methods of Instruction

Method	Please provide a description or examples of how each instructional method will be used in this course.
Lecture	The lecture will be the cornerstone of the course. Through weekly lectures, students will gain a better understanding of the subject matter.
Participation	Each student will be expected to participate in all class activities as a way of learning how to interact and discuss different points of view, which are necessary in the workplace
Discussion	Classes will include active discussions so that students can share ideas and see different points of view. These discussions will be used by the instructor to evaluate the understanding of the subject.
Collaborative/Team	Students will practice sales calls and presentations with other students.
Demonstration, Repetition/Practice	Students will write a marketing plan and present it to the class.

Methods of Evaluation

Method	Please provide a description or examples of how each evaluation method will be used in this course.	Type of Assignment
College level or pre-collegiate essays	Essays will be used to evaluate the overall understanding of specific theories and practices that will be covered in class.	Out of Class Only
Mid-term and final evaluations	These methods will be used to evaluate the understanding of concepts.	In and Out of Class
Tests/Quizzes/Examinations	These methods will be used to evaluate the understanding of concepts.	In and Out of Class
Presentations/student demonstration observations	The semester project will test their knowledge, apply the principles learned throughout the semester, and instill in them a sense of teamwork.	In Class Only

Assignments

Other In-class Assignments

1. Written essays specific to topics being taught in class.
2. Semester project.

Grade Methods

Letter Grade Only

Distance Education Checklist

Include the percentage of online and on-campus instruction you anticipate.

Instructional Materials and Resources**Effective Student/Faculty Contact**

Which of the following methods of regular, timely, and effective student/faculty contact will be used in this course?

Within Course Management System:

Discussion forums with substantive instructor participation
Online quizzes and examinations
Regular virtual office hours
Timely feedback and return of student work as specified in the syllabus
Video or audio feedback
Weekly announcements

External to Course Management System:

Direct e-mail
Synchronous audio/video

Other Information**MIS Course Data****CIP Code**

52.0999 - Hospitality Administration/Management, Other.

TOP Code

130700 - Hospitality

SAM Code

C - Clearly Occupational

Basic Skills Status

Not Basic Skills

Prior College Level

Not applicable

Cooperative Work Experience

Not a Coop Course

Course Classification Status

Credit Course

Approved Special Class

Not special class

Noncredit Category

Not Applicable, Credit Course

Funding Agency Category

Not Applicable

Program Status

Program Applicable

Transfer Status

Transferable to CSU only

General Education Status

Y = Not applicable

Support Course Status

N = Course is not a support course

Allow Audit

No

Repeatability

No

Materials Fee

No

Additional Fees?

No

Files Uploaded**Attach relevant documents (example: Advisory Committee or Department Minutes)**

Hospitality and Culinary LMI 2021 .pdf

HOSP Management Minutes 02-05-21 .docx

COD Hospitality Management Program Faculty AQdvisory Committee Spring 2021 .pdf

Approvals**Curriculum Committee Approval Date**

3/17/2022

Academic Senate Approval Date

3/24/2022

Board of Trustees Approval Date

4/22/2022

Chancellor's Office Approval Date

5/04/2022

Course Control Number

CCC000631331