

# Hospitality Sales and Marketing I Syllabus

## HM 103: Hospitality Sales and Marketing I

This course provides students with a comprehensive introduction to the fundamental concepts and strategies of sales and marketing within the hospitality industry. Students will gain a thorough understanding of market segmentation, pricing strategies, advertising and promotion techniques, customer relationship management, and effective sales practices specific to the hospitality sector. Through case studies and practical exercises, students will develop the knowledge and skills necessary to promote and sell hospitality products and services successfully. This course serves as a strong foundation for students aspiring to pursue careers in hospitality sales, marketing, or related fields.

### Credits <sup>4</sup>

### Course Objectives

**Course Objectives:** Upon successful completion of the course, students will be able to:

1. Identify the unique characteristics of the hospitality industry and its impact on sales and marketing strategies.
2. Analyze the different customer segments within the hospitality industry and develop targeted sales and marketing approaches for each segment.
3. Apply effective pricing strategies tailored to the hospitality industry, taking into account factors such as seasonality, demand fluctuations, and competitive analysis.
4. Develop skills in promoting and selling hospitality products and services, including hotel rooms, event spaces, dining experiences, and recreational activities.
5. Create comprehensive marketing plans specific to hospitality businesses, encompassing online and offline channels, to reach and engage the target audience effectively.
6. Utilize customer relationship management (CRM) systems and techniques to build and nurture long-term relationships with guests and corporate clients.
7. Understand the importance of customer satisfaction and service quality in the hospitality industry and develop strategies to deliver exceptional customer experiences.
8. Apply digital marketing tactics, such as social media marketing, online advertising, and reputation management, to enhance the visibility and reputation of hospitality businesses.
9. Discover the legal and ethical considerations unique to hospitality sales and marketing, including privacy regulations and responsible advertising practices.
10. Communicate effectively with various stakeholders in the hospitality industry, including guests, corporate clients, and internal teams, using appropriate communication channels and techniques.

### General Education Objectives: Critical Reasoning

- Students will be able to comprehend material with clarity.

### Student Learning Outcomes

1. Define characteristics and impacts of hospitality sales and marketing.
2. Outline customer market segments and use targeted sales techniques to appropriate audiences.
3. Interpret an STR report and demonstrate effective pricing strategies.
4. Develop promotional materials for hospitality products and services.
5. Select a target audience to create a basic tailored marketing plan.
6. Illustrate the use of customer relationship management system techniques to build clientele.
7. Compare and contrast the difference between quality service and customer satisfaction.
8. Model the use of digital marketing platforms to establish/maintain a hospitality organization's reputation and visibility.

9. Interpret legal, ethical, and responsible practices in the hospitality industry.
10. Develop effective communication with stakeholders using proper communication channels.

## Instructional Materials

Module materials include videos and external resources.

## Course Policies

**Incomplete Policy:** Students will not be given an incomplete grade in the course without sound reason and documented evidence as described in the Student Handbook. In any case, for a student to receive an incomplete, he or she must be passing the course.

## Student Evaluations

Knowledge Checks	25 points/2.5%
Progress Checks	25 points/2.5%
MC Questions	20 points/2.5%
Discussion	200 points/20%
Participation	100 points/20%
Module Assignments	450 points/22.5%
Quizzes / Final Exam	200 points /30%
Total	1000 points/100%

## Grading Scales

A = 90% - 100%

B = 80% - 89%

C = 70% - 79%

D = 60% - 69%

F = below 60%

## Student Expectations

Completing online classes successfully can be challenging because they require self-discipline, time management, and self-motivation skills. To do so, you are expected to spend at least 6 hours per week on the class learning activities and assessments. It may require additional time for individual zoom meetings with your instructor if you need help. Being able to balance your school and other life responsibilities is not easy. Not waiting until the last minute and completing class activities in small sections every day is helpful to ensure you are on track with your learning.

You are expected to log into your Canvas course room at least three times a week. This allows for course updates and feedback from the instructor in a timely manner.

## Course Outline

**(tentative and subject to change)**

Module Subject Matter	Student Learning Outcomes Addressed	Assignment
One Introduction to the Course & Hospitality Sales and Marketing	SLO1	Discussions

	<ul style="list-style-type: none"> <li>Intro to hospitality sales and marketing</li> </ul>	
Two	<p>Analyzing customer segments to use targeted sales and marketing techniques.</p> <ul style="list-style-type: none"> <li>Market/customer segmentation</li> <li>Targeted Sales techniques</li> </ul>	SLO2
Three	<p>Apply effective pricing strategies while factoring in seasonality, demand changes and competitive analysis.</p> <ul style="list-style-type: none"> <li>Reading STR Reports</li> <li>Effective pricing strategies</li> </ul>	<p>SLO1</p> <p>SLO2</p> <p>SLO3</p>
Four	<p>Promoting and selling hospitality products and services.</p> <ul style="list-style-type: none"> <li>Hotel rooms / Event spaces</li> <li>Dining experiences / Recreational activities</li> </ul>	SLO4
Five	<p>Creating marketing plans for targeted audiences</p> <ul style="list-style-type: none"> <li>Selecting a targeted audience</li> <li>Market plan creation</li> </ul>	<p>SLO2</p> <p>SLO5</p>
Six	<p>Customer relationship management (CRM) systems and techniques</p> <ul style="list-style-type: none"> <li>Customer relationship management</li> <li>Building clientele</li> </ul>	<p>SLO4</p> <p>SLO5</p> <p>SLO6</p>
Seven	<p>Strategic delivery of quality services to enhance the customer experience.</p> <ul style="list-style-type: none"> <li>Importance of customer satisfaction and service quality</li> <li>Developing strategies to enhance customer experiences</li> </ul>	SLO7

- Introduction
- Introduction to Hospitality Sales and Marketing.

#### Assignment

- Characteristics of Hospitality and Impacts of Sales and Marketing vs. Traditional Marketing

#### Discussion

- Finding and using customer segments

#### Assignment

- Sales techniques using targeted methods

#### Discussion

- STR Reports

#### Assignment

- Establishing effective pricing strategies

#### Assessment

- Quiz 1

#### Discussion

- Product and services promotion (personal experiences)

#### Assignment

Hospitality promotion and sales.

#### Discussion

- Target Audience

#### Assignment

- Creating a marketing plan

#### Discussion

- Customer relationship management

#### Assignment

- Utilizing Customer Relationship Management systems and techniques to build clientele.

#### Assessment

- Quiz 2

#### Discussion

- Customer satisfaction through quality service

#### Assignment

- Enhancing customer experiences through strategy

	Utilize digital marketing platforms to increase visibility and reputation.		Discussion
Eight	<ul style="list-style-type: none"> <li>Using social media and online advertising</li> <li>Managing reputation and enhancing visibility</li> </ul>	SLO8	<ul style="list-style-type: none"> <li>Using social media and online advertising in hospitality.</li> </ul>
	Legal and ethical considerations, privacy regulations, and responsible advertising practices.		Assignment
			<ul style="list-style-type: none"> <li>How using digital marketing platforms help establish/maintain a reputation and visibility in hospitality</li> </ul>
			Discussion
			<ul style="list-style-type: none"> <li>Legal, ethical, and responsible practices</li> </ul>
Nine	<ul style="list-style-type: none"> <li>Legal and ethical considerations</li> <li>Privacy regulations</li> <li>Responsible advertising practices</li> </ul>	SLO1-9	Assessment
			<ul style="list-style-type: none"> <li>Final Exam</li> </ul>
	The importance of effective communication in hospitality		Discussion
			<ul style="list-style-type: none"> <li>Effective Communication</li> </ul>
Ten	<ul style="list-style-type: none"> <li>Effective communication</li> <li>Communicating with stakeholders using appropriate communication channels</li> </ul>	SLO10	Assignment
			<ul style="list-style-type: none"> <li>Appropriate communication channels</li> </ul>
			Discussion
Eleven	Course Wrap-Up	SLO1-10	<ul style="list-style-type: none"> <li>Course Reflection [Optional]</li> </ul>

## Communication

Emails will be responded to no later than 48 hours or by the end of business on Monday for mail received over the weekend.

## College Policies

### Academic Honesty Policy

The college has a firm policy against academic dishonesty, including cheating or plagiarism. Students guilty of academic dishonesty will be administratively dropped from the course with a grade of 'F' and subject to disciplinary action, which may include suspension and dismissal.

Please refer to the [Academic Honesty Policy](#) for detailed information.

### Late Assignment Policy

Meeting deadlines, being dependable, and applying appropriate time management are all foundational elements of professional behavior. These same attributes are also required while participating in college courses because the skills, knowledge, and student learning outcomes must be obtained in a specific order and within a certain amount of time.

We at Ameritas College understand that sometimes students encounter circumstances that make it difficult to always meet the required course deadlines. This Late Work Policy is in place to accommodate that. In all circumstances, whenever possible, contact your instructor when you anticipate that you will be submitting work late.

The deadlines for most courses typically follow the pattern below, but it is your responsibility to confirm this and be aware if there are any assignments that may have different deadlines for one reason or another.

The first post in each Discussion Board is usually due on the **Wednesday night** of each module/week.

Most other assignments are due by 11:59 pm on Sunday evening of each module/week.

- All assignments must be submitted by the required due date.
- Missing assignments due to absence must be submitted within 1 week of return.
- Late submissions of assignments will result in a reduction of 10% of the total points possible per day (e.g., 1 day late = -10%, 2 days late = 20%, etc.) up to one week. Anything over 1 week late will result in a grade of 0.
- To receive full credit for late work, students must provide documentation for an excused absence, or it will be subject to the same treatment as any other late work. Documentation examples include court documents, hospitalization, etc.

Instructors may also choose to deduct less points at their discretion.

If for some reason a student temporarily loses the ability to connect to Canvas due to technical issues it is the student's obligation to submit assignments by the original due dates. Temporary remedies can be connecting via a public WiFi spot, using school facilities to connect, or use of private networks through friends and family.

In extreme cases, when none of these solutions are available, the student may contact their instructors through other means and ask permission to submit their work directly, in a method that can be received by the instructor. Under no circumstances can methods of delivery outside of Canvas be used without explicit instructor permission. (If this ever happens the instructor should somehow note it).

### **Minimum Technology Requirements**

Having access to a reliable desktop or laptop is required for Ameritas College online courses. This requirement ensures students have the essential technologies to complete online courses successfully. Mobile devices, such as mobile phones and tablets may be utilized as additional tools to assist with completing online courses.

Online video conferences and calls are often the best way for instructors to assist students in many situations. A web camera and microphone are necessary for successful online conferences.

Safari and Chrome: Office 365 is designed to work with the current version of the Safari and Chrome browsers. Microsoft Edge: Office 365 is designed to work with the latest version of the Microsoft Edge browser.

Internet Explorer: Office 365 is designed to work with Internet Explorer 11. We recommend that you upgrade to Internet Explorer 11 if you are using an earlier version. Office might continue to work with versions of Internet Explorer other than Internet Explorer 11, but Office can't provide any guarantees.

Firefox: Most Office 365 apps are designed to work with the current version of Firefox.

Some courses may have additional technology requirements beyond those listed here. Additional requirements will be listed in your Canvas course room.

Basic Office 365 apps are free and available to students with their Ameritas College Outlook account. For additional questions and help with the required technologies, please contact [support@hjc.edu](mailto:support@hjc.edu)

### **Minimum Technical Skills Requirements**

To complete online courses successfully, you must be able to perform the following basic technical skills before starting the class

- Use the learning management system, Canvas
- Use Ameritas College email with attachments
- Download, save, and upload files in Canvas

For additional questions regarding the required technologies, please contact [support@hjc.edu](mailto:support@hjc.edu)

### **Technology Support**

To be a successful online learner, certain technologies are necessary. Please keep in mind that certain classes may have additional technical requirements. You should be able to find additional technical requirements in your syllabus or your canvas course room. If you have any questions about the technology requirement, please do not hesitate to reach out to us at 304-697-7550 or [support@hjc.edu](mailto:support@hjc.edu)

### **Accessibility Information**

Ameritas College is committed to full compliance with Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990. For additional information, please access [accessibility policy](#). Please do not hesitate to reach out to us at 304-697-7550 or [pjustice@hjc.edu](mailto:pjustice@hjc.edu) if you have any additional questions.

### **Copyright Policy**

As an institution of higher education, Ameritas College strongly believes in intellectual property. As such, Ameritas College respects intellectual property and has made it a priority to ensure all employees and students respect the copyrights of others. If you have any questions about our copyright policy, please access the [copyright policy](#).

### **Privacy Policy**

The college understands the importance of protecting your information and privacy. Our [Privacy Policy](#) provides additional information on the Family Educational Rights & Privacy Act.

Third party privacy policies:

[Zoom](#)

[VitalSource](#)

[Labyrinth Learning](#)

[Canvas](#)

[McGraw-Hill](#)

[Cengage](#)

[Pearson](#)

[Poptential](#)

[YouTube](#)

[Canva](#)

[Archive.org](#)

[Quizizz](#)

[Edit.org](#)

### **Other Student Success Services**

Please access [Student Success](#) page for other student success services information, such as financial aid, lab hours, parking, library, transcripts, and career services on the college

If you need to speak with a person regarding any college policies and guidelines, please don't hesitate to get in touch with the college at 304-697-7550

This information is standard for each course but specifics may vary based on the delivery method of the course you are taking. Please follow the information provided by your instructor.

This syllabus is subject to change.