

**SOUTHEAST MISSOURI STATE UNIVERSITY  
COURSE SYLLABUS**

**Department of:** Human Environmental Studies

**Course No.** FN 390

**TITLE OF Course:** Hospitality Sales and Marketing

**Revision:** \_\_\_\_\_

**New:** Spring 2004

**I. Catalog Description and Credit Hours of Course:**

The importance of a formalized sales and marketing program in successful hotel, restaurant and tourism operations. **(3) credit hours**

**II. Prerequisite(s):** FN150, FN270, MK301

**III. Purposes or Objectives of the Course:**

- A. Understand basic sales and marketing principles and their application in the hospitality industry.
- B. Demonstrate the value and importance of sales and marketing to a profitable hospitality operation.
- C. Understand the marketing environment, the hospitality product, and the nature of competition and the markets.
- D. Recognize the importance of sales, advertising, promotion and public relations as elements of successful hospitality marketing.
- E. Understand how to sell and market to the various segments that comprise the hospitality industry.
- F. Identify the basic elements of a Marketing Plan.
- G. Analyze and discuss the current trends in sales and marketing in the hospitality industry.

**IV. Expectations of Students:**

**Students will show progress in meeting the course objectives by:**

- A. Attending class and participating in class discussion and activities.
- B. Achieving satisfactory scores on tests, quizzes and all assignments.
- C. Completing all assignments in a timely and professional manner.

## **V. Course Content or Outline:**

Unit I.	Introduction to Hospitality Marketing, Strategic Planning and the Social Foundations of Marketing	4 hrs
Unit II.	Characteristics of Service Marketing	4 hrs
Unit III.	The Marketing Environment, Marketing Research and Information Systems	4 hrs
Unit IV.	Consumer & Organizational Buyer Behavior and the Buying Decision Process	4 hrs
Unit V.	Market Segmentation, Targeting and Positioning	4 hrs.
Unit VI.	Defining Customer Value, Satisfaction and Service Quality	4 hrs.
Unit VII.	Product Pricing & Promotion: Considerations & Strategies; Managing Capacity & Demand, Sales Promotion, Advertising and Public Relations	4 hrs.
Unit VIII.	Distribution Channels and Electronic Marketing; Internet, Database and Direct Marketing	4 hrs.
Unit IX.	Electronic Marketing: Internet, Database and Direct Marketing	4 hrs.
Unit X.	Professional Sales in the Hospitality Industry	5 hrs.
Unit XI.	Destination Marketing	4 hrs.
Total		45 hrs.

## **VI. Textbook(s) and/or Other Required Materials or Equipment:**

Kotler, Bowen & Makens (2003). Marketing for Hospitality and Tourism 3rd. ed. New Jersey: Prentice Hall

Additional Readings as Assigned

## **VII. Basis for Student Evaluation:**

A. Assignments and Quizzes: 25%

B. Participation: 25%

C. Examinations: 50%