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:


Additional Readings as Assigned

VII. Basis for Student Evaluation:

A. Assignments and Quizzes: 25%
B. Participation: 25%
C. Examinations: 50%