

Common Course Outline for:

HSMA 2171 - Hotel Sales, Marketing & Convention Management

A. Course Description

1. Number of credits: 4
2. Lecture hours per week: 4
Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

Organization and functioning of marketing and sales department; the need for sales planning through analysis of product, competitors and market. Overview of successful convention management including planning, execution, and follow-up.

B. Date last reviewed: May, 2016

C. Outline of Major Content Areas

- A. The role of marketing and strategic planning
- B. Service characteristics and tourism marketing
- C. Marketing research and information systems
- D. Consumer buying behavior
- E. The marketing function of hotels including the sales and catering office
- F. Market segmentation and positioning
- G. Advertising and promotions
- H. Personal selling for groups
- I. Planning & implementation of conventions including:
 1. Selling
 2. Booking and closing of group business
 3. Internal record keeping
 4. External communication
 5. Technology
 6. Follow-up and evaluation

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

- A. To learn the various terminology of hospitality sales and marketing and to define the marketing function.
- B. To learn the necessity of analyzing the product, market, and competition before sales activity.
- C. To understand the consumer markets and consumer buying behavior through segmentation, research, and information systems.

- D. To develop an awareness of the roles of advertising, marketing, and promotions both hotel and food & beverage properties.
- E. To understand the role of personal selling and group sales in hospitality.
- F. To identify the various market segments of hotel sales (convention, association and corporate.)
- G. To work with market segmentation, targeting and positioning through local example to learn segmentation's effectiveness.
- H. To understand the importance of customer service through developing a quality offering.
- I. To become aware of pricing options and the considerations for each pricing strategy.
- J. To learn to manage capacity and demand, and the techniques of yield management.
- K. To develop a marketing plan.
- L. Understand the definition and scope of the meetings market.
- M. Have an understanding of how group business is sought and booked.
- N. Be able to identify the various employment positions involved in the sales catering and convention service's areas of a hotel.
- O. Know the planning phase of convention services.
- P. Be able to work with groups to ensure guest satisfaction.
- Q. Understand site selection including location, entertainment, amenities, facilities, etc.
- R. Distinguish between the meeting and association market and the different means of booking and servicing them.
- S. Be able to identify the miscellaneous markets of sports, tour groups, seniors, arts, etc.

E. Methods for Assessing Student Learning

The instructor will choose from a combination of evaluation procedures including exams, quizzes, project-based learning, case studies, etc.

F. Special Information: None