HTT A270: MEETING AND EVENT MARKETING AND SALES

Item	Value
Curriculum Committee Approval Date	03/13/2019
Top Code	130700 - Hospitality
Units	1.5 Total Units
Hours	27 Total Hours (Lecture Hours 27)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

This course examines essential techniques for successful promotion of products and services. An emphasis is placed on the hotel, meeting, and event environments. Creative ideas and practical tools learned will help increase the effectiveness of the marketing dollar. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Develop a marketing plan applicable to their area of expertise.

Course Objectives

- 1. Explain the operation and function of a marketing department.
- 2. Adapt or redesign a product to fit the needs of an identified market.
- 3. Demonstrate the fundamentals of service and the impact on varying markets.
- 4. Identify and classify the various marketing strategies.
- 5. Describe the marketing planning process and purpose.
- 6. Analyze and evaluate the effectiveness of various communication tools.
- 7. Define the differences between the different market segments.
- 8. Design innovative promotional activities and programs.
- 9. Determine the differences between the facilities needs of the different groups within identified markets.
- 10. Identify and develop a total promotional strategy, invitations, advertising, publicity, contests, promotional merchandise, sales promotions, packaging, and personal appearances.
- 11. Supervise communication among committees, vendors, and clients.
- 12. Design, develop, coordinate, and evaluate an event sponsorship program.
- 13. Create a comprehensive marketing/sales measurement methodology.
- 14. Develop cross-promotional strategies including promotional partners.
- 15. Incorporate electronic media, such as the Internet, for promotion and advertising.

Lecture Content

Marketings role in Hospitality Management Philosophy Functional perspective Effectiveness Marketing Strategies Marketing mix Measurement methodology SWOT analysis Marketing Planning Strategies into plans Levels and tasks Sales forecasting Guest Behavior Market identification Research strategies per market Decisions by market Product Service Mix Product identification Decision making strategies Product vs. service Pricing Mix Perception Economics Expectations Communication Advertising, public relations, publicity Selling vs. merchandising Promotion Activities and programs Strategies and packaging Sponsorship Service Challenge Moments of truth Diversity Service systems Service quality

Method(s) of Instruction

- Lecture (02)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, handouts, group participation, video demonstration and discussion, student research and projects, industry involvement, computers, and simulations

Reading Assignments

As assigned from text

Writing Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/ online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Out-of-class Assignments

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/ online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Demonstration of Critical Thinking

The student must participate in class discussions, distance-learning students will participate in online class discussions; complete weekly projects, distance learning students will complete and return the weekly projects online; produce a final project, distance learning students will complete and return the final project online in addition to a hard copy. Students will receive a grade and credit for completing the course requirements. Students who do not fulfill these requirements will receive no credit unless they complete the course successfully.

Required Writing, Problem Solving, Skills Demonstration

All quizzes and examinations will be at least 75% comprehensive responses. Problem solving exercises will include written comprehensive responses. Cognitive responses to classroom lecture/demonstration/ online discussion will be required. Proficiency demonstrations of applied skills demonstrating evaluation and critique techniques.

Textbooks Resources

1. Required Hoyle, Leonard H.. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, ed. New Jersey: John Wiley Sons, Inc. , 2002 Rationale: latest