



**School of Business and Creative Design**

**HOSPITALITY AND TOURISM MANAGEMENT PROGRAM**

**Course Outline – Term Fall 2013**

**HAT 2054**

**Sales and Marketing for the Service Industry**

Prepared by:

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Spring 2012

Approved by:

Yvonne Clarke, Associate Dean

Prerequisite: none

Co-requisite: HAT 4084

Prerequisite for: HAT 4054, HAT 4073

## 1. Course Description

The service industry requires a customer focused sales and marketing philosophy and presents the unique challenges of marketing an intangible product. This course examines the fundamentals of sales and marketing including the importance of market research, relationship marketing, sales effectiveness, and the essentials of a marketing plan.

## 2. General Education and Essential Employability Skills

**This course provides the following provincial Essential Employability Skills:**

- #1: Communication
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

**Is this course approved as a General Education course?**



**No**



**Yes**

Students should refer to their program's restricted General Education courses for final determination.

## 3. Learning Outcomes

1. Contribute to the marketing and sales effectiveness to promote the successful operation of a hospitality enterprise.
2. Identify the basic principles of marketing, distinguishing elements unique to services marketing
3. Interpret a marketing plan for a hospitality or tourism organization
4. Evaluate the effectiveness of sales policies and practices of a hospitality enterprise
5. Describe the impact of globalization on sales and marketing planning

## 4. Learning Objectives

		Learning Outcome Reference Number
<b>Unit 1</b>		
1.1	Explain the term marketing as it relates to the hospitality and tourism industry	[2]
1.2	Explain common marketing terms and concepts as they relate to the hospitality and tourism industry	[2]
1.3	Identify the unique characteristics of services	[2]
1.4	Identify the components of the tourism product	[2]
1.5	Identify the elements of a marketing plan	[3]
1.6	Assess mission and vision statements	[3]
1.7	Discuss the setting of goals and objectives	[3]
1.8	Discuss the marketing mix (7 p's) as they apply to the tourism product	[2,3]
1.9	Describe the concepts of packaging and branding	[2,3]
1.10	Discuss the role of ethics to business and corporate social responsibility	[1]
1.11	Identify the impact of demographic trends and growing ethnic markets to	

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|------|--|-----------|
|      | marketing initiatives  | [1,2,3]   |
| 1.12 | Identify the cultural, social, psychological, and individual factors that affect consumer buying decisions | [1,2,3,5] |
| 1.13 | Discuss the effects of consumer behaviour trends on current marketing initiatives                          | [1,2,3,5] |
| 1.14 | Identify strategies for target market segmentation   | [1,2,3]   |
| 1.15 | Match products to specific target markets  | [1,2,3]   |
| 1.16 | Discuss the importance of positioning relative to product/service differentiation                          | [1,2,3]   |

## Unit 2

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|------|---|---------|
| 1.17 | Discuss the importance of branding and brand management in the marketing of the tourism product                                   | [1,2,3] |
| 1.18 | Identify the types of distribution channels used in tourism   | [1,2,3] |
| 1.19 | Explain the importance of an IMC campaign   | [1,2,3] |
| 1.20 | Identify various promotional tools used in hospitality and tourism marketing  | [1,2,3] |
| 1.21 | Discuss the role of advertising in the promotional mix  | [1,2,3] |
| 1.22 | Identify the objectives of promotions and joint promotions  | [1,2,5] |
| 1.23 | Identify strategies that can be utilized to market the hospitality and tourism operation with regard to targeting and positioning | [1,2,5] |
| 1.24 | Define internal marketing and the link to service quality and customer satisfaction   | [1,2]   |
| 1.25 | Explain the role, function and techniques of public relations and publicity   | [1,2]   |
| 1.26 | Recognize the importance of community involvement to marketing  | [1,2]   |
| 1.27 | Discuss the role and use of the internet as part of a communication strategy  | [1,2]   |
| 1.28 | Discuss the impact of globalization on sales and marketing strategies   | [1,5]   |

## Unit 3

- |      |   |        |
|------|---|--------|
| 1.29 | Discuss the objectives of a sales promotion   | [1,4]  |
| 1.30 | Identify the most common forms of sales promotions  | [1,,4] |
| 1.31 | Differentiate between relationship selling and traditional selling  | [1,4]  |
| 1.32 | Describe the advantages personal selling  | [1,4]  |
| 1.33 | List the steps in the selling process   | [1,4]  |
| 1.34 | Identify effective personal selling techniques  | [1,4]  |
| 1.35 | Describe the process of making sales calls  | [1,4]  |
| 1.36 | Deliver a sales presentation  | [1,4]  |
| 1.37 | Discuss how the product life cycle, competition, distribution and promotional strategies, consumer demand, and quality perception can impact pricing decisions. | [1,4]  |
| 1.38 | Explain the importance of implementing a Customer Relationship Management (CRM) approach  | [1,4]  |
| 1.39 | Discuss the use of consumer loyalty programs identifying the benefits and costs   | [1,4]  |

## 5. Resource Supplies

### a. Recommended:

Lamb, Hair, McDaniel, Kapoor, Klaise, Appleby, MKTG- Canadian Edition, Nelson, 2010.

### b. Supplemental:

Hudson, Simon, Marketing for Tourism and Hospitality – A Canadian Perspective, 2/E, Nelson, 2009.

Various readings related to the course topic will be assigned for the purpose of discussion and review. The student is encouraged to utilize various sources of current knowledge including the large selection of periodicals in the resource centre and the thousands of related sites on the World Wide Web.

## 6. Methodology

This course will consist of lectures, independent learning, class activities and audiovisual presentations designed to explain the concepts and principles necessary for successful completion of this course.

Group/Individual projects, assignments, hands on application, presentations and visiting guest speakers will be used as a means of sharing information.

The use of case studies and situational analysis offer students an opportunity to be involved in actual problems or situations faced by Hospitality and Tourism professionals

## 7. Student Evaluations

The following elements will determine the student's final grade:

Test One	25%
Test Two	25%
Test Three	25%
In Class Assignments	10%
Research/Presentation	15%

### ***Missed Test Policy***

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time

- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

### ***Due Dates and Late Submissions***

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

### ***Final Grades***

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. The Hospitality and Tourism Management Program requires a grade of D in order to graduate from the program. For further clarification, the student may consult with the Program Coordinator or the Dean.

## **8. Related Items**

### **Students with Disabilities**

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

### **Student Rights and Responsibility Policy**

Acceptable behaviour in class is established by the instructor and the Code of Conduct. These policies are expected to be followed by all students. Any form of misbehaviour, harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

### **Prior Learning Assessment Statement**

This course is eligible for Prior Learning Assessment

YES

If yes has been selected, contact the Counselling Department for advice on Prior Learning Assessment.

### **Date of Withdrawal without Academic Penalty**

Please consult the Academic Regulations and Registrar's published dates.

### **Waiver of Responsibility**

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

**Note:** It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.