

**J. Sargeant Reynolds Community College
Course Content Summary**

Course Prefix and Number: HRI 235

Credits: 3

Course Title: Marketing of Hospitality Services

Course Description: Studies principles and practices of marketing the services of the hotel and restaurant industry. Emphasizes the marketing concept with applications leading to customer satisfaction. Reviews methods of external and internal stimulation of sales. May include practical sales/marketing exercise and computer applications. Lecture 3 hours per week.

General Course Purpose: This course is designed as an introduction to marketing and methods that are employed in the hospitality industry.

Course Prerequisites and Co-requisites:

None

Student Learning Outcomes:

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

- a. Summarize major trends affecting the hospitality industry;
- b. Distinguish marketing from selling;
- c. Discuss in general terms the benefits of a marketing plan;
- d. Summarize the typical positions in a sales office;
- e. Describe several types of personal sales calls;
- f. Describe the basics of good telephone communication;
- g. Discuss internal marketing and sales;
- h. Identify catering department responsibilities and personnel;
- i. Identify and explain common advertising strategies;
- j. Identify three groups of frequent business travelers;
- k. Discuss baby boomers and other individual leisure travelers;
- l. Identify three types of travelers served by travel agents;
- m. Describe types of association and corporate meetings; and
- n. Describe how properties can meet the needs of travelers with disabilities.

Major Topics to Be Included:

This course consists of the study of marketing principles as applied to hospitality operations, and as such integrates skill areas including selecting target markets, positioning the property, developing and implementing marketing plans and marketing budgets, monitoring and evaluating marketing activities, conducting sales presentations, internal marketing, advertising, and training salespeople.

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