



## Syllabus

### HOS 220 Hospitality Marketing and Sales

#### General Information

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**Date**

September 21st, 2017

**Author**

Unknown Author

**Department**

Business

**Course Prefix**

HOS

**Course Number**

220

**Course Title**

Hospitality Marketing and Sales

#### Course Information

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**Credit Hours**

3

**Lecture Contact Hours**

3

**Lab Contact Hours**

0

**Other Contact Hours**

0

**Catalog Description**

A comprehensive introduction to procedures and practices involved in services marketing and sales, such as: product research; development and packaging; pricing strategies; advertising and branding; marketing research and market evaluation; promotions; customer relationship management; the sales process lead to close; component parts of a sales presentation; converting features to benefits; and hospitality distribution channels. Focus is placed upon marketing cooperation with all other business functions and disciplines.

**Key Assessment**

This course does not contain a Key Assessment for any programs

**Prerequisites**

None

**Co-requisites**

None

**Grading Scheme**

Letter

#### First Year Experience/Capstone Designation

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This course DOES NOT satisfy the outcomes applicable for status as a FYE or Capstone.

#### SUNY General Education

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This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

# FLCC Values

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## Institutional Learning Outcomes Addressed by the Course

Vitality

Inquiry

Perseverance

Interconnectedness

## Course Learning Outcomes

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### Course Learning Outcomes

1. Differentiate the services marketing mix and services sales from that of hard goods marketing and sales.
2. Associate hotel and tourism features with their corresponding benefits.
3. Formulate and articulate appropriate methods of service recovery.
4. Delineate the component parts of an effective sales process including sales prospecting and closing.

## Program Affiliation

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### This course is required as a core program course in the following program

AAS Hospitality and Tourism Management - Food and Beverage Management

AAS Hospitality and Tourism Management - Hotel and Resort Management

AAS Hospitality and Tourism Management - Tourism Management

## Outline of Topics Covered

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- 1 Definition of marketing, strategic marketing, wants, needs demands
- 2 The marketing differences between goods and services, creating value, satisfaction and perception, customer equity
- 3 The five marketing philosophies, challenges inherent in services sales, perishability, inseparability, variability, intangibility, converting features to benefits
- 4 The traditional marketing mix elements, the 4 P's, 7 P's, forces affecting the mix , the expanded marketing mix elements required to market services
- 5 Defining markets, market research, and competitive analysis  
Market segmentation and fragmentation
- 6 The process of target market selection, market environments, competitive advantages
- 7 Customer relationship marketing, loyalty
- 8 The marketing plan, mission, objectives and goals
- 9 Branding, brand positioning, product life cycle strategies
- 10 Positioning and repositioning, pricing strategies,
- 11 Theories on advertising, promotions, publicity, public relations
- 12 The psychology of selling, seller and buyer behaviors, the buying and selling funnels
- 13 Types of sales calls, how to find and qualify leads, inside vs. field sales
- 14 Component parts of an effective sales presentation including closing the sale
- 15 Recognizing and overcoming objections  
Upselling and suggestive selling

16 Utilizing the internet and web-based selling

Hospitality distribution channels and the importance of social media