

Montgomery County Community College  
HOS 231  
Hospitality Marketing  
3-3-0

**COURSE DESCRIPTION:**

This course is designed to provide the student with an understanding of the basic marketing concepts as they apply to the hospitality industry. Emphasis is placed on the concept of the five P's of Marketing – People, Product, Package, Price, and Promotion. Students will have the opportunity to earn a certificate of completion from the National Restaurant Association's *ManageFirst* program. Students will complete a group marketing project with in-class presentation.

**REQUISITES:**

*Previous Course Requirements*

- HOS 111 Introduction to the Hospitality Industry

*Concurrent Course Requirements*

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Apply the basic concepts of marketing to the Hospitality industry.	Lecture Discussion Group Activities PowerPoint Web Site Critique	Exams Graded Critique Passing grade on the National Restaurant Association's <i>ManageFirst</i> Marketing certificate
2. List and define the five P's of Marketing and relate them to the hospitality industry.	Lecture PowerPoint Discussion Web-based videos Guest Speaker Group Project/Presentation	Exams Graded group project and presentation
3. Explain the procedures used in marketing research and in market analysis in the hospitality industry.	Lecture PowerPoint Individual Assignments Web-based videos Guest speaker Case Study	Exams Graded individual assignments Graded case study

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Practice the procedures used in the hospitality industry to measure and meet market demand including packaging accommodations and services and pricing the product to the market.	Lecture PowerPoint Guest Speaker Individual "Package" Project	Exam Graded "Package" assignment
5. Practice the procedures used in promoting a food service or lodging operation including organizing for promotion, external promotional procedures and group promotion.	Lecture Guest Speaker PowerPoint Web-based videos Discussion Individual Project	Exam Graded project on analysis of an existing promotion
6. Apply the concept of market segmentation including traditional territorial concepts and contemporary segmentation methods.	Lecture Guest Speaker PowerPoint Web-based videos Group Project/Presentation	Exam Graded group project/presentation on menu segmentation analysis

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

#### SEQUENCE OF TOPICS:

1. Introduction to Hospitality and Restaurant Marketing
2. The Marketing Process in Restaurants
3. Understanding the Market Environment
4. Understanding Customer Behavior
5. Preparing a Marketing plan
6. Setting Menu Prices
7. Communication Channels
8. Advertising and Sales
9. Sales Promotions, Publicity, and Public Relations
10. Menu Marketing
11. Evaluating the Marketing Effort

## LEARNING MATERIALS:

National Restaurant Association's *ManageFirst: Hospitality and Restaurant Marketing* (2<sup>nd</sup> Ed.) Pearson, 2013

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

## COURSE APPROVAL:

Prepared by: Debra Hunt	Date: 5/1995
Revised by: Lee Bender	Date: 3/2005
Revised by: Debra Hunt	Date: 3/2009
Revised by: Debra Hunt and James Lynch	Date: 2/20/2013
Revised by: Debra Hunt	Date: 1/27/2014
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 4/8/2013
Revised by: Debra Hunt	Date: 2/23/2014
VPAA/Provost or designee Compliance Verification: Dr. Victoria Bastecki-Perez	Date: 11/2014
Revised by: Debbie Dalrymple	Date: 6/27/2016
VPAA/Provost or designee Compliance Verification:	Date: 6/27/2016



*This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.*