

**NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY  
HRI 235 - MARKETING OF HOSPITALITY SERVICES (3 CR.)**

**Course Description**

Studies principles and practices of marketing the services of the hotel and restaurant industry. Emphasizes approaching all sales and marketing activities from the customer viewpoint. Reviews methods of external and internal stimulation of sales. May include a practical sales/marketing exercise and computer applications. Lecture 3 hours per week.

**General Course Purpose**

In this highly competitive age, marketing has become the foundation of the hospitality industry; for without a planned marketing program, properly developed and creatively carried out, there can be little in the way of profitable sales. Accordingly, our general goal is to:

- A. provide the student with the sales and marketing knowledge, tools, and techniques useful in the daily conduct of a hospitality operation
- B. help the student put this knowledge to practical, profitable use

**Course Prerequisites/Co-requisites**

None

**Course Objectives**

Upon completion of this course, the student should be able to:

- Define the role of marketing and discuss its core concepts
- Understand how the marketing concepts call for a customer foundation
- Identify service characteristics that affect the marketing of hospitality and travel products
- Define and recognize the service culture of hospitality
- Discuss the macro and micro factors of a marketing environment
- Outline the marketing research process and determine relevant information approaches
- Identify the buyer decision process and the characteristics affecting consumer behavior
- Explain market segmentation and illustrate the concept of positioning
- Understand branding and the conditions that support branding
- Recognize the importance of capacity and demand management
- Discuss the key elements related to pricing decisions
- Compare distribution channels and the importance of channel mix
- Create a communications program, selecting the most appropriate promotion mix
- Explain the purpose of a marketing plan and the steps required to prepare a comprehensive plan
- Present and share information in a group environment with confidence

**Major Topics to be Included**

- Marketing concepts
- Service culture in hospitality
- Macro and micro factors of marketing
- Market research
- Buyer decision process
- Market segmentation
- Market positioning
- Branding
- Pricing
- Promotion
- Presentation skills