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UWUCC USE Only
Number: _____
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Action-Date: UWUCC App 9/28/99
Senate App 2/1/00

Changes

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Mr. Jeffrey A. Miller
Contact Person Dr. Lincoln H. Marshall Phone 4440
Department Hotel, Restaurant, and Institutional Management

II. PROPOSAL TYPE (Check All Appropriate Lines)



COURSE Hotel Sales
Suggested 20 character title

New Course* _____
Course Number and Full Title

Course Revision HR 420 Hotel Sales and Services
Course Number and Full Title

Liberal Studies Approval+ _____
for new or existing course Course Number and Full Title

Course Deletion _____
Course Number and Full Title

Number and/or Title Change HR 420 Hotel Sales and Services
Old Number and/or Full Old Title

HR 420 Hotel Sales
New Number and/or Full New Title

Course or Catalog Description Change HR 420 Hotel Sales and Services
Course Number and Full Title

PROGRAM: Major Minor Track

New Program* _____
Program Name

Program Revision* _____
Program Name

Program Deletion* _____
Program Name

Title Change _____
Old Program Name

_____ New Program Name

III. Approvals (signatures and date)

[Signature] Department Curriculum Committee
Mary E. Swenka 2/16/99 College Curriculum Committee
[Signature] Department Chair
Garleen P. Jones College Dean

+ Director of Liberal Studies (where applicable) *Provost (where applicable)

I. Catalog Description

HR 420 Hotel Sales

3c-01-3sh

Prerequisites: HR 101, HR 260

A practical approach to understanding the functions and activities of the sales department within a hotel property. A thorough review of the organizational structure of a typical hotel sales department and documentation used by the department will be made. Identification of and approaches to securing typical hotel market segments will be made.

Part II. Description of the Curriculum Change

Summary of Proposed Changes

(1) Old Course Title: Hotel Sales and Services

New Course Title: Hotel Sales

(2) Old Prerequisites: BL 235, HR 306

New Prerequisites: HR 101, HR 260

(3) Old Catalog Description:

Examines the types of hotels, facilities, and organizations that hold conventions or meetings from the sales perspective. Examination of procedures necessary to service the group once in-house.

New Course Catalog Description:

A practical approach to understanding the functions and activities of the sales department within a hotel property. A thorough review of the organizational structure of a typical hotel sales department and documentation used by the department will be made. Identification of and approaches to securing typical hotel market segments will be made.

(4) Objectives Revised.

C. Justification / Rationale for Revision

Course as originally approved does not address the hotel's relationship with typical market segments nor does it address in detail the substantial documentation and internal hotel networking involved with the selling and servicing of hotel functions. Course revision adds these competencies to the formal syllabus.

Prerequisite BL 235 Introduction to Business Law was eliminated as a comprehension of business law concepts is not essential for enrollment in this

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Letter sent to BL

C. Justification / Rationale for Revision cont.

course. Prerequisite HR 306 Food and Beverage Management was eliminated for the identical reason. New prerequisites HR 101 Introduction to Hospitality Management and HR 360 Hotel Systems Management were added as the faculty deemed a knowledge of these areas desirable prior to enrollment in this course.

will be HR260

PROPOSED SYLLABUS OF RECORD

I. Catalog Description

HR 420 Hotel Sales

3 credits
3 lecture hours
0 lab hours
3c-0l-3sh

Prerequisite: HR 101, HR 260

A practical approach to understanding the functions and activities of the sales department within a hotel property. A thorough review of the organizational structure of a typical hotel sales department and documentation used by the department will be made. Identification of and approaches to securing typical hotel market segments will be made.

II. Course Objectives

1. Students will describe and execute the steps necessary for a market plan.
2. Students will describe steps used to analyze a lodging property and to define and locate appropriate markets.
3. Students will demonstrate and apply an understanding of the required steps for client negotiations and contracts.
4. Students will state and execute the service functions and steps necessary for preparing events, function rooms, and meeting setups.
5. Students will explain and develop a form for events billing and post-event meetings.
6. Students will identify and list specifications of types of exhibitions.

III. Course Outline

- A. Introduction to Hospitality Sales and Marketing (3 lectures)
1. Current hospitality trends.
 2. Management's role in marketing and sales.
 3. The importance of sales.

- B. The Marketing Plan (3 lectures)**
1. The marketing team.
 2. Steps of a marketing plan.
 3. Conducting a marketing audit.
 4. Determining marketing objectives.
- C. The Sales Office (3 lectures)**
1. Marketing and Sales Division
 2. Organizing a sales office.
 3. A sales office communication system.
- D. Sales Techniques (3 lectures)**
1. Personal sales.
 2. Telephone sales.
 3. Internal marketing and sales.
 4. Restaurant and lounge sales.
 5. Banquet and meeting room sales.
- E. Advertising, Public Relations, and Publicity (3 lectures)**
1. Types of advertising.
 2. Developing an advertising plan.
 3. Advertising agencies.
- F. Outdoor Advertising, Displays, and Collateral Material (3 lectures)**
1. Property signs / Billboards.
 2. Transit / Trade show displays.
 3. Printed items / Specialty materials.
- G. Print Advertising (3 lectures)**
1. Newspaper advertising.
 2. Magazine advertising.
 3. Directory advertising.
 4. Measuring effectiveness of advertising.
- H. Direct Mail Advertising (3 lectures)**
1. Direct mail campaign.
 2. Mailing lists.

3. Direct mail pieces.
4. Measuring effectiveness of direct mail.

- | | | |
|-----------|--|---------------------|
| I. | Broadcast Advertising | (3 lectures) |
| | <ol style="list-style-type: none">1. Radio advertising.2. Television advertising.3. Video advertising. | |
| J. | Public Relations and Publicity | (3 lectures) |
| | <ol style="list-style-type: none">1. The public relations plan.2. Publicity planning.3. News conferences. | |
| K. | Marketing to Business Travelers | (3 lectures) |
| | <ol style="list-style-type: none">1. Types of business travelers.2. Meeting the needs of business travelers.3. Reaching business travelers. | |
| L. | Marketing to Leisure Travelers | (3 lectures) |
| | <ol style="list-style-type: none">1. Individual leisure travelers.2. Group leisure travelers.3. Leisure travelers and small properties. | |
| M. | Marketing to Meeting Planners | (3 lectures) |
| | <ol style="list-style-type: none">1. The group meetings market.2. Finding association and corporate business.3. Reaching association and corporate business. | |
| N. | Examinations | (3 lectures) |
| O. | Final Examination / Culminating Activity | (2 hours) |

IV. Evaluation Methods

The final grade will be determined as follows:

- 60% Three semester tests. 100 points each.
Multiple choice, short answer, true/false format.
- 20% Comprehensive final exam. 100 points.
Multiple choice, short answer, true/false format.
- 20% Group project. 100 points.
Group project concerning the development of a sales and marketing plan for a hypothetical model hotel.

Grading Scale:

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

V. Required textbooks, supplemental books and readings

Abbey, J. R., (1996), Hospitality Sales and Advertising, 2nd Edition, The Educational Institute of AHMA, East Lansing, Michigan.

VI. Special resource requirements

None.

VII. Bibliography

Foster, D. L., (1992), Sales and Marketing for Hotels, Motels, and Resorts, Glencoe Division, Westerville, Ohio.

Lazar, W., and Layton, R., (1998), Contemporary Sales and Marketing, The Educational Institute of AHMA, East Lansing, Michigan.

Montgomery, R. J., and Strick, S. K., (1994), Meeting, Conventions, and Expositions, John Wiley and Sons, Inc., New York, New York.

*Is this the successor
 of record?*

I. Catalog Description

A study of the types of organizations that hold conventions, the people who select the sites, and types of facilities needed. Includes analyzing a property to determine which market to seek and staffing techniques to ensure repeat business. Three hours lecture.
 Prerequisites: MK 320, AD 235, FN 306.

II. Course Objectives

The student will:

- A. identify groups who hold conventions and how to contact those responsible for convention dates and sites.
- B. identify marketable amenities that a property may or should possess.
- C. examine and describe the components of a convention marketing plan.
- D. understand negotiations that precede a sale and list important features of a sales contract.
- E. analyze areas of service that are necessary in order to fulfill the convention sale.
- F. identify and list details for the room set-up and A-V needs for all types and styles of group meetings.
- G. plan an exhibit layout and checklist including required utilities, equipment, decoration and freight handling.
- H. develop a post-convention evaluation form and analyze the data.

III. Course Outline

- A. Developing a Plan
- B. Analyzing Your Property
- C. Defining and Locating the Market
- D. Selling the Association Market
- E. Selling the Corporate Meetings Market
- F. Selling Other Markets

- G. Organizing For Convention Sales
- H. Techniques For Convention Sales
- I. Negotiations and Contracts
- J. The Service Function
- K. Guest Rooms
- L. Preparing For the Event
- M. Function Rooms and Meeting Setups
- N. Food and Beverage Service
- O. Audiovisual Requirements
- P. Admission Systems and Other Services
- Q. Exhibits
- R. Convention Billing
- S. Post Convention Review

IV. Evaluation

Student progress will be evaluated by class discussion, projects, tests and field trip evaluations.

V. Text

Astroff and Abbey. 1978. Convention Sales and Services. William C. Brown Company Publishers.

VI. Supplementary References

Berkman, Dorf, and Oakes. 1978. Convention Management and Service. AH & MA.

Gottlieb. 1981. Foodservice/Hospitality Advertising and Promotion. Bobbs-Merrill Educational Publishing.

Vallen, Abbey & Sapienza. 1978. The Art and Science of Managing Hotels, Restaurants Institutions. Hayden Book Company.

Witzky. 1976. Modern Hotel-Motel Management Methods. Hayden Book Company.

_____. Directory of National Trade Associations of Businessmen. U.S. Government Printing Office.

Part III. Letters of Support

This course does not affect other departments, therefore a letter of support was not obtained.

BL letter?