

Sales & Marketing for the Hospitality Industry

Course Title	Sales & Marketing for the Hospitality Industry				
Course Code	THOM – 204				
Course Type	This course serves as both Elective and Requirement, according to the program. <div style="border: 1px solid red; display: inline-block; padding: 2px;">All Programs</div> <div style="border: 1px solid red; display: inline-block; padding: 2px; margin-left: 20px;">General Elective</div>				
Level	Bachelor (1 st Cycle)				
Year / Semester	Year 2, B' Semester				
Teacher's Name	Michalis Anastasiou				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	This course provides practical information about organizing and establishing a sales force in the hospitality industry. It also tackles the issue of professional sales: managing and training a sales team, sales negotiations, motivation and control techniques as well as the sales department structure. The course will give students an overview of the sales & marketing function in the hospitality industry.				
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Determine marketing principles, strategies and trends for the hospitality industry. 2. Understand the role of marketing and strategic planning in hospitality industry. 3. Analyze the structure, and marketing techniques in the hospitality industry. 4. Identify and construct product promotion techniques. 5. Identify and understand the role of effective communication. 				
Prerequisites	THOM – 100 Introduction to Hospitality Management			Required	

Course Content	<p>The student will be introduced to the management of the marketing function for hospitality organizations, and in addition, will acquire the skills to analyze the structure, the system and the interrelationships within marketing; develop and assess marketing concepts in the field; determine long, medium and short term plans, related to the marketing function to achieving corporate objectives; analyze the external environment and to formulate corporate strategies.</p> <ol style="list-style-type: none"> 1. Marketing planning 2. Marketing research 3. The product 4. Pricing 5. Promotion 6. Segmentation 7. Advertising 8. The Hotel brochure 9. Communication
Teaching Methodology	The course is delivered through lectures, field trips and guest speakers.
Mode of delivery	Face to face.
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Kotler, P., Bowen, J., Makens, J., (2010). <i>Marketing for Hospitality and Tourism</i>, Prentice Hall, Pearson Education International, Upper Saddle River, New Jersey. <p>Recommended</p> <ol style="list-style-type: none"> 1. Romero, P., (2007), <i>Hotel Convention Sales, Services, and Operations</i>, Butterworth-Heinemann. 2. Nykiel, R.A., <i>Marketing in the Hospitality Industry</i>, Educ. Inst. of AHMA. 3. Abbey J., <i>Hospitality Sales and Advertising</i>, Educ. Inst. of AHMA.

<p>Assessment</p>	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="550 304 1401 562"> <tr> <td data-bbox="550 304 975 376">30 – 50 %</td> <td data-bbox="978 304 1401 376">Final Exam</td> </tr> <tr> <td data-bbox="550 380 975 439">20 – 40 %</td> <td data-bbox="978 380 1401 439">Mid –Term / Tests / Quizzes</td> </tr> <tr> <td data-bbox="550 443 975 501">10 – 30 %</td> <td data-bbox="978 443 1401 501">Assignments / Projects</td> </tr> <tr> <td data-bbox="550 506 975 562">0 – 10 %</td> <td data-bbox="978 506 1401 562">Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
30 – 50 %	Final Exam								
20 – 40 %	Mid –Term / Tests / Quizzes								
10 – 30 %	Assignments / Projects								
0 – 10 %	Class Attendance & Participation								
<p>Language</p>	<p>English</p>								