



COURSE OUTLINE

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Course Name: Introduction to Marketing

Department Head/Coordinator: Michael Tittel

Effective Date: September 2014

School or Centre:		Department:	
School of Hospitality and Business		Hospitality Management Diploma	
Course History:		Year of Study:	
Revised Course		2nd Year Post-secondary	
Name of Replacing Course (if applicable):	HOSP 2111	Course Number:	HOSP 2620
		Number of Credits:	3.0

Course Pre-requisites (if applicable):

Course Co-requisites (if applicable):

PLAR (Prior Learning Assessment & Recognition) No Yes (details below):

To learn more about the PLAR pathways for this course review the Hospitality Management Diploma Program Content Guide.

Course Description:

This course engages students in a detailed study of basic marketing principles and functions and their application in the hospitality industry. Students develop a conceptual understanding of strategic marketing planning, product development, positioning, and pricing. All elements of the marketing mix, including communications channels and personal selling are examined. Current trends in social media marketing, their use and importance in business are discussed.

Note to instructors: An instructional strategy is an approach that an instructor uses to achieve the learning outcomes (e.g., lecture, case study, video, group work).

Instructional Strategies:

Lectures, lab sessions, group discussions, case studies and presentations

Course Learning Outcomes:

Successful students will be able to:

1. Use marketing terminology accurately and effectively
2. Perform a critical analysis of a marketing situation, and a SWOT and product mix analysis to determine appropriate action
3. Prepare the basis for a marketing plan
4. Define market segments that have the most desirable potential for business
5. Determine appropriate marketing mix, including product assessment, pricing strategy, communication strategies and distribution plan
6. Develop and present a full marketing plan
7. Develop a communication mix
8. Identify the benefits of various communication vehicles, including personal selling
9. Describe the relative strengths and weaknesses of personal selling, public relations, publicity and advertising as they apply to the hospitality industry
10. Apply ethical and decision-making in marketing and publicity that consider sustainability issues
11. Analyze emerging hospitality trends and innovations to make relevant marketing recommendations

Program Learning Outcomes:

Upon successful completion of the Hospitality Management Diploma, students will be able to:

1. Communicate effectively as hospitality professionals.
2. Demonstrate leadership competencies in the hospitality sector.
3. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise.
4. Act in an ethical manner and practice within the legal framework of the industry.
5. Provide responsible and professional food and beverage services.
6. Supervise front-of-the house and back-of-the house hotel and restaurant operations.
7. Manage basic human relations issues within a hospitality setting.
8. Prepare the basis for a marketing plan and communication strategy.
9. Analyze emerging hospitality industry trends and innovations.
10. Describe the role and scope of the tourism industry, the stakeholders, the five sectors of the industry and their economic impact.
11. Employ sustainability decision-making and practices in their work as hospitality professionals.
12. Apply the theoretical principles and practices of guest and customer services in a hospitality setting.
13. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.

Evaluation/Grading System *(Click on drop down box arrows to see list of options)*

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

Components and Weighting of the Assessment/Evaluation Plan: *(Click on drop down box arrows to see list of options)*

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Project	25	Marketing Plan
Project	15	Presentation on Plan
Assignments	10	SWOT Assignment
Other	10	Sales Presentation
Participation	10	Participation / Attendance
Quizzes/Tests	30	
Total		100

Learning Environment/Type *(Select all that are used within the course)*

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	45	
Enter Total Hours	45	

Resource Material(s):

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

Course Topics and Sequence Covered:

1. Introduction to Marketing
2. Service characteristics
3. Role of Marketing in Strategic Planning
4. Segmentation - targeting and positioning
5. Marketing environment
6. Marketing Information Systems
7. Consumer markets and buying behaviour
8. Professional sales
9. Promoting products: Promo and Advertising
10. Promoting products: Public Relations and Sales
11. Direct and online marketing
12. Using Social Media in marketing

VCC Education and Education Support Policies

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at www.bctransferguide.ca.

FOR COMMITTEE USE ONLY

Date Approved by Education Council:		Date Approved by VCC Board (if applicable):	
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