

Course Objectives/Course Outline
Spokane Community College

Course Title: Sales and Marketing

Prefix and Course Number: HM 208

Course Learning Outcomes:

By the end of this course, a student should be able to:

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Course Outline:

- I. Customer Analysis
 - A. Room Markets
 1. Group Travelers
 2. Individual Travelers
 - B. Seasonality
 - C. Guest Profile
 1. Group Packages
 2. Group Tours
 3. Leisure Travelers
 4. Corporate Travelers
 5. Government Travelers
- II. Competitive Analysis
 - A. Location
 - B. Accommodations
 - C. Dining
 - D. Banquet
 - E. Meeting Facilities
- III. Product Analysis
 - A. Location
 - B. Accommodations
 - C. Dining
 - D. Banquet
 - E. Meeting Facilities
- IV. Marketing Strategies
 - A. Group Business
 - B. Individual Business
 - C. Restaurant Business
 - D. Banquet Business
 - E. Meeting Business
- V. Action Plan
 - A. Group Business
 - B. Individual Business
 - C. Restaurant Business
 - D. Banquets Business
 - E. Meeting Business
- VI. Propose a Marketing Budget
- VII. Measurement and Evaluation
 - A. Group Review

Print Date: 8/8/14

B. Individual Review

C. Restaurant Review

VIII. Presenting Marketing Plans