COLLIN COLLEGE

BUSINESS AND COMPUTER SYSTEMS

COURSE SYLLABUS

Course Information

Course Number: HAMG 2307

Course Title: Hospitality Marketing and Sales

Course Description: Identification of the core principles of marketing and sales and their impact on the hospitality industry.

Course Credit Hours: 3
Lecture Hours: 3

Prerequisite: HAMG 1321

Student Learning Outcomes:

- **State Mandated Outcomes:** Upon successful completion of this course, students will:
  1. Identify the components of the marketing mix.
     (SCANS: C1, C2, C3, C4, C11, C12, C13, C14, F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11)
  2. Develop or critique a marketing plan as it relates to an organizational mission statement and strategy plan.
     (SCANS: C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, C11, C12, C13, C14, C15, C16, C17, C18, C19, F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F14, F15, F16)
  3. Differentiate between various marketing and sales techniques.
     (SCANS: C1, C2, C3, C4, C5, C6, C7, C8, C9, C10, C11, C12, C13, C14, C15, C16, C17, C18, C19, F1, F2, F3, F4, F5, F6, F7, F8, F9, F10, F11, F12, F13, F14, F15, F16)

Secretary's Commission on the Acquisition of Necessary Skills (SCANS)- SCANS skills are a group of foundational skills and workplace competencies that the Secretary's Commission on the Acquisition of Necessary Skills established as vitally important for workplace success in the 21st century. In Collin's workforce programs, the SCANS skills are developed and reinforced throughout the curriculum to provide students with an opportunity to hone these skills/competencies in the context of their education. Over the course of an entire degree program, the successful student is expected to demonstrate all of the SCANS skills and competencies as part of their education. The SCANS Foundation Skills and Workplace Competencies are described at:
http://www.collin.edu/academics/programs/Workforce_SCANS_Skills_Syllabi_Code_Key.pdf

Withdrawal Policy: See the current *Collin Registration Guide* for last day to withdraw.

Collin College Academic Policies: See the current *Collin Student Handbook*

Americans with Disabilities Act Statement: Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.