

# CRM R115: MARKETING OF HOSPITALITY SERVICES

**Originator**

ahart

**College**

Oxnard College

**Discipline (CB01A)**

CRM - Culinary Arts &amp; Restaurant Mgt

**Course Number (CB01B)**

R115

**Course Title (CB02)**

Marketing of Hospitality Services

**Banner/Short Title**

Marketing of Hospitality Serv

**Credit Type**

Credit

**Start Term**

Fall 2021

**Catalog Course Description**

This course provides an in-depth look at proven marketing strategies specific to hospitality services. The course also demonstrates how hospitality organizations can promote their unique features and compete more effectively in the market.

**Taxonomy of Programs (TOP) Code (CB03)**

1307.00 - \*Hospitality

**Course Credit Status (CB04)**

D (Credit - Degree Applicable)

**Course Transfer Status (CB05) (select one only)**

B (Transferable to CSU only)

**Course Basic Skills Status (CB08)**

N - The Course is Not a Basic Skills Course

**SAM Priority Code (CB09)**

C - Clearly Occupational

**Course Cooperative Work Experience Education Status (CB10)**

N - Is Not Part of a Cooperative Work Experience Education Program

**Course Classification Status (CB11)**

Y - Credit Course

**Educational Assistance Class Instruction (Approved Special Class) (CB13)**

N - The Course is Not an Approved Special Class

**Course Prior to Transfer Level (CB21)**

Y - Not Applicable

**Course Noncredit Category (CB22)**

Y - Credit Course

**Funding Agency Category (CB23)**

Y - Not Applicable (Funding Not Used)

**Course Program Status (CB24)**

1 - Program Applicable

**General Education Status (CB25)**

Y - Not Applicable

**Support Course Status (CB26)**

N - Course is not a support course

**Field trips**

May be required

**Grading method**

Letter Graded

**Alternate grading methods**

Student Option- Letter/Pass  
Pass/No Pass Grading

**Does this course require an instructional materials fee?**

No

**Repeatable for Credit**

No

**Is this course part of a family?**

No

**Units and Hours**

**Carnegie Unit Override**

No

**In-Class**

**Lecture**

**Minimum Contact/In-Class Lecture Hours**

52.5

**Maximum Contact/In-Class Lecture Hours**

52.5

**Activity**

**Laboratory**

**Total in-Class**

**Total in-Class**

**Total Minimum Contact/In-Class Hours**

52.5

**Total Maximum Contact/In-Class Hours**

52.5

**Outside-of-Class**

**Internship/Cooperative Work Experience**

**Paid****Unpaid****Total Outside-of-Class****Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

**Maximum Outside-of-Class Hours**

105

**Total Student Learning****Total Student Learning****Total Minimum Student Learning Hours**

157.5

**Total Maximum Student Learning Hours**

157.5

**Minimum Units (CB07)**

3

**Maximum Units (CB06)**

3

**Student Learning Outcomes (CSLOs)****Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | Students will list the key elements to successful public relations and promotions in the hospitality industry. |
| 2 | Students will describe the main marketing techniques useful in the hospitality industry.                       |

**Course Objectives****Upon satisfactory completion of the course, students will be able to:**

- |   |  |
|---|--|
| 1 | Identify marketing techniques used in the industry                   |
| 2 | Organize a market research plan for the hospitality industry         |
| 3 | Recognize consumer needs related to the industry                     |
| 4 | Utilize different sales and advertising techniques                   |
| 5 | Recognize key elements to successful public relations and promotions |
| 6 | Analyze the main elements to selling a product                       |

**Course Content****Lecture/Course Content**

1. Distinctive aspects of service marketing
2. Strategic marketing planning, for all types of hospitality organizations
3. Analyzing the environment, product, competition, and markets
4. Integrating the marketing concept for different hospitality operations
5. Sales change to increasing sales, using effective marketing plans
6. Advertising and public relations
7. Promotion, merchandising, and pricing
8. The marketing plan
9. Case histories, pre-opening hospitality marketing
10. Property-level marketing
11. Strategic planning and growth

### Laboratory or Activity Content

None

### Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Essays

### Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations

Class discussions

Distance Education

Guest speakers

Lecture

Describe specific examples of the methods the instructor will use:

1. Instructor will use powerpoint presentations as well as open sourced resources like youtube videos for audio-visual presentations.
2. Virtual discussions will be utilized in distance education scenarios and guided topic discussions will be used while in person lectures are conducted.
3. Guest speakers like local chefs and restaurateurs will be used either via zoom for DE or in person for onsite lectures.
4. Lectures via zoom will be used for DE scenarios or on site lectures following the most recently adopted book.

### Representative Course Assignments

#### Writing Assignments

1. Students may be asked to answer discussion questions at the end of textbook chapter, e.g., elements to successful public relations
2. Students may be asked to create written marketing plans

#### Reading Assignments

1. Weekly textbook reading assignments
2. Reading assignments in a variety of marketing publications/journals, e.g., Restaurant Marketing, Restaurant Magazine, Journal of Marketing

### Outside Assignments

#### Representative Outside Assignments

1. Reading
  - a. Weekly textbook reading assignments
  - b. Reading assignments in a variety of marketing publications/journals, e.g., Restaurant Marketing, Restaurant Magazine, Journal of Marketing
2. Writing
  - a. Students may be asked to answer discussion questions at the end of textbook chapter, e.g., elements to successful public relations
  - b. Students may be asked to create written marketing plans

**District General Education****A. Natural Sciences****B. Social and Behavioral Sciences****C. Humanities****D. Language and Rationality****E. Health and Physical Education/Kinesiology****F. Ethnic Studies/Gender Studies****CSU GE-Breadth****Area A: English Language Communication and Critical Thinking****Area B: Scientific Inquiry and Quantitative Reasoning****Area C: Arts and Humanities****Area D: Social Sciences****Area E: Lifelong Learning and Self-Development****Area F: Ethnic Studies****CSU Graduation Requirement in U.S. History, Constitution and American Ideals:****IGETC****Area 1: English Communication****Area 2A: Mathematical Concepts & Quantitative Reasoning****Area 3: Arts and Humanities****Area 4: Social and Behavioral Sciences****Area 5: Physical and Biological Sciences****Area 6: Languages Other than English (LOTE)****Textbooks and Lab Manuals****Resource Type**

Textbook

**Description**Reid, Robert D; Bojanic, David C (2017). *Hospitality Marketing Management* (6th). Wiley. 1119385571**Distance Education Addendum****Definitions****Distance Education Modalities**

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

## Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

## Regular Effective/Substantive Contact

### Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	A set time each week may be provided when the instructor is available for synchronous chat to answer questions. Any Live meetings these will be recorded and provided to students in order to give equal access to any students would were not able to attend.
Asynchronous Dialog (e.g., discussion board)	Regular use of asynchronous discussion boards will encourage various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course content. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.
Other DE (e.g., recorded lectures)	Lectures can be recorded for later review by students.

### Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
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Other DE (e.g., recorded lectures)	Lectures can be recorded for later review by students.

### 100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	A set time each week may be provided when the instructor is available for synchronous chat to answer questions. Any Live meetings these will be recorded and provided to students in order to give equal access to any students would were not able to attend.

Asynchronous Dialog (e.g., discussion board)

Regular use of asynchronous discussion boards will encourage various types of interaction and critical thinking skills among all course participants. Questions and topics posed will allow students to discuss, compare and contrast, identify, and analyze elements of the course content. Other discussion boards may be used for Q&A and general class discussion by students and instructor to facilitate student success and strengthen student learning outcomes.

Other DE (e.g., recorded lectures)

Lectures can be recorded for later review by students.

**Examinations**

**Hybrid (1%–50% online) Modality**

Online  
On campus

**Hybrid (51%–99% online) Modality**

Online  
On campus

**Primary Minimum Qualification**

HOTEL AND MOTEL SERVICES

**Additional Minimum Qualifications**

**Minimum Qualifications**

Restaurant Management

**Review and Approval Dates**

**Department Chair**

09/15/2020

**Dean**

09/15/2020

**Technical Review**

10/28/2020

**Curriculum Committee**

10/28/2020

**DTRW-I**

MM/DD/YYYY

**Curriculum Committee**

12/09/2020

**Board**

MM/DD/YYYY

**CCCCO**

MM/DD/YYYY

**Control Number**

CCC000588932

**DOE/accreditation approval date**

MM/DD/YYYY