



CURRICULUM GUIDELINES

A: Division: **Instruction** Date: **November 2001**
 B: Department/ **Commerce & Business Admin.** New Course | | Revision | **X** |
 Program Area: **Hotel & Restaurant Management**
 If Revision, Section(s) Revised:
 Date Last Revised: **1996-03: new**

C: **HORM 410** D: **HOSPITALITY MARKETING IN A MULTICULTURAL ENVIRONMENT** E: **3**

Subject & Course No. Descriptive Title Semester Credits

F: Calendar Description: This course builds on the principles taught in HORM 320. Students will learn practical aspects of marketing strategy development and marketing operations specific to restaurant and hotel establishments. The practice of service-oriented marketing will be emphasized. The issues associated with international marketing and marketing to an international clientele will be a major focus of the course.

G: Allocation of Contact Hours to Types of Instruction/Learning Settings

 Primary Methods of Instructional Delivery and/or Learning Settings:

Lectures and Seminars

 Number of Contact Hours: (per week / semester for each descriptor)

Lecture: 3 Hrs.
Seminar: 1 Hr.
Total: 4 Hrs.

 Number of Weeks per Semester:

15 Weeks X 4 Hrs per week = 60 Hrs.

H: Course Prerequisites:

 HORM 140 and HORM 320

I. Course Corequisites:

 nil

J. Course for which this Course is a Prerequisite:

 nil

K. Maximum Class Size:

 35

L: PLEASE INDICATE:

Non-Credit
 College Credit Non-Transfer
 College Credit Transfer:

Requested Granted

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bccat.bc.ca)

M: Course Objectives/Learning Outcomes

At the end of the course, the successful student should be able to:

1. articulate the principles that guide hospitality marketing in multi-cultural environments;
2. design a marketing plan for a restaurant or hotel/motel operations;
3. comment critically on the strengths and weaknesses of various establishments' marketing efforts, with particular reference to marketing internationally;
4. discuss the particular issues associated with marketing to and servicing an international clientele.

N: Course Content

1. Non-traditional marketing in international hospitality.
2. Marketing strategies in international hospitality.
3. Marketing planning.
4. Competition analysis - the hospitality environment.
5. Understanding the restaurant and customer, including both local patrons and international visitors.
6. Establishment/multi-unit positioning of international hotel and restaurant chains.
7. The product/service marketing mix.
8. The presentation mix - physical plant, location, atmospherics and staff.
9. Marketing communications strategies and tactics.
10. International human behaviours - cultural differences, sensitivities and requirements.
11. Approaching and serving the international client.

O: Methods of Instruction

The course will balance a discussion of principles, through readings and case analysis, with a practical project centered around the development of a marketing plan.

P: Textbooks and Materials to be Purchased by Students:

Lewis C., R.E. Hambhers and H.E. Chacko. Marketing Leadership in Hospitality: Foundations and Practices, Latest Ed. Toronto, Van Nostrand Reinhold.

Byson, M. and A. Ziminski. The CONCIERGE: Key To Hospitality, A Training Manual. Latest Ed. Toronto, John Wiley and Sons.

Q: Means of Assessment

Participation	10%
Mid-term tests	20%
Project	30%
Case assignments	20%
Final examination	<u>20%</u>
	<u>100%</u>

STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.

R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR

No.

Course Designer(s): Mark Elliott

Education Council/Curriculum Committee
Representative

Dean/Director: Jim Sator

Registrar: Trish Angus

DATE: November 2001