

CLASS NUMBER AND NAME: **TRN146A – SALES FOR THE WINE AND TOURISM INDUSTRY I**

TOTAL HOURS/ UNITS: 24 HOURS/2 UNITS

PREREQUISITES: Concurrent enrollment in TRN146B — Sales for the Wine and Tourism Industry II

TEXTS AND MATERIALS: *Hospitality Sales and Marketing, American Hotel and Lodging Association, Fifth Edition (ISBN 9780866124447-67)*

CLASS DESCRIPTION: In today’s highly competitive hospitality market, it is essential to have an understanding of marketing and sales. The students will go beyond theory to focus on a practical approach for effectively marketing hotels and restaurants. The students will take a customer-oriented approach to hospitality marketing. Upon successful completion of the final exam, students will receive a certificate from the American Hotel and Lodging Association.

CLASS OBJECTIVES: This class provides the students with an overview of marketing and sales by exposing them to trends, and the best techniques to attract and sell to different market segments.

CLASS FORMAT OVERVIEW: This class is a combination of lecture and student participation.

REQUIREMENTS: Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION: Each topic will be discussed thoroughly and will be supplemented with written materials. Class work, homework and site inspections will give the student experiential opportunities.

ATTENDANCE: It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor’s decision is final.

**80% attendance is mandatory**  
**90% or above is mandatory for those who are in a full program and qualify for the internship**

It will be the student’s responsibility to learn of any assignments given in class when absent.

TESTING:

A final exam will be given during the sixth week of the module. All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class. Students who pass the Final Exam with a 70% or higher will earn a certificate from the American Hotel and Lodging Association – Educational Institute. Exam retakes are allowed following the policies set forth by the American Hotel and Lodging Association – Educational Institute. The policy for exam retakes are:

- ❑ Students who score less than 70% on the Final Exam may retake the exam once at no additional charge. Further retakes are available at a charge of \$35.00 payable to the American Hotel and Lodging Association
- ❑ Students must schedule a retake date with the instructor within two weeks of receiving the review for the retake.
- ❑ Students must retake the exam on the scheduled date and time.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

GRADING POLICIES:

Complete all assignments with at least 60% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

- |                                 |     |
|---------------------------------|-----|
| 1. Exam                         | 30% |
| 2. Assignments                  | 50% |
| 3. Attendance and participation | 20% |

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING  
OUTCOMES:

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of marketing and sales, management's role and trends that are shaping the future.
2. Demonstrate an understanding of the marketing and sales office.
3. Demonstrate an understanding of internal marketing and sales.
4. Demonstrate an understanding of public relations and advertising.
5. Demonstrate an understanding of marketing to different audiences including: business travelers, leisure travelers, travel agents, meeting planners and special segments.
6. Demonstrate an understanding of marketing restaurants, lounges and catered events and meeting rooms.

**Tourism, Hospitality and Wine**  
Sales for the Wine and Tourism Industry I class schedule

Week	Reading Chapters	Internet	Class discussions	Homework
One	1, 2, 3	Page 21, 49, 88	Marketing & Sales The Marketing Plan Managing the Sales Office	Review Questions Chapter Reviews: 1, 2, 3 Case Studies (See page 30) (See page 66) Reading
Two	4, 5, 6	Page 169, 196, 198, 242	Personal Sales Telephone Sales Internal Marketing & Sales	Chapter Reviews: 4, 5, 6 Case Studies (See page 212) Reading
Three	7, 8, 9	258, 305, 310, 332, 366	Advertising, Public Relations and Publicity Marketing to Business Travelers & Leisure Travelers	Chapter Reviews: 7, 8, 9 Case Studies (See page 322) (See page 371) Reading
Four	10, 11, 12	Page 388, 390, 394, 423, 433, 438, 454, 457, 465, 474 <a href="http://www.hcareers.com">www.hcareers.com</a>	Marketing to Travel Agents, Meeting Planners & Special Segments	Chapter Reviews: 10, 11, 12 Case Studies (See page 444) Reading
Five	13	Page 499, 507	Marketing Restaurants, Lounges, Catered Events & Meeting Rooms	Chapter Reviews: 13 Case Studies (See page 583)
Six	14	Page 544, 562,	Marketing Restaurants, Lounges, Catered Events & Meeting Rooms	Chapter Reviews: 14 Case Studies (See page 583)

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections will be scheduled based on availability and class schedule will be adjusted accordingly.