

HRM230 : Hospitality and Tourism Marketing and Sales

This course focuses on increasing revenue and market share for hospitality industry segments including lodging, foodservice, tourism, and event venues. Marketing and sales concepts are applied to the hospitality and tourism industries with an emphasis on competitive and brand analysis, segmentation, revenue management, customer relationship management, customer loyalty, traditional and contemporary promotional strategies, and sales. Students learn how to develop a strategic marketing plan integrating key elements of market segmentation, targeting, and branding.

Credits 3

Prerequisites

[HRM101](#): Introduction to Hospitality Management and [ENL108](#): Critical Reading & Thinking or satisfactory basic skills assessment score

Semester Offered

Spring