

1. Curriculum Action

- New Course Course Modification Five Year Review

2. Proposer

Lorelle Peros

3. Department

- Allied Health Business & Hospitality Career & Tech Education
 English Humanities Social Science
 Science/Tech/Eng/Math

4. Course Alpha

HOST

5. Course Number

258

6. Course Title

Hospitality Marketing

7. If this is a course modification or a five year review, please check the curriculum items being modified.

- | | | |
|--|--|---|
| <input type="checkbox"/> 1. Course Alpha | <input type="checkbox"/> 2. Course Number | <input type="checkbox"/> 3. Course Title |
| <input type="checkbox"/> 4. Credits | <input type="checkbox"/> 5. Contact Hours | <input type="checkbox"/> 6. Course Description |
| <input type="checkbox"/> 7. Prerequisites | <input type="checkbox"/> 8. Corequisites | <input type="checkbox"/> 9. Rec Prep |
| <input type="checkbox"/> 10. Cross-list w other course | <input type="checkbox"/> 13. Grading Method | <input type="checkbox"/> 14. Repeatable for credit? |
| <input type="checkbox"/> 15. SLOs | <input type="checkbox"/> 16. Course Competencies | <input type="checkbox"/> 17. Content & Timeline |
| <input type="checkbox"/> 18. PLOs | <input type="checkbox"/> 19. CASLOs | <input type="checkbox"/> 21. Method of Delivery |
| <input type="checkbox"/> 22. Text and Materials | <input type="checkbox"/> 23. Maximum Enrollment | <input type="checkbox"/> 29. Course Designation |
| <input type="checkbox"/> 31. Catalog Modification | | |
| <input type="checkbox"/> Other | | |

8. Proposed Semester

Fall 2015

9. Effective Semester (1 Year from Proposed Semester)

Fall 2016

University of Hawaii Maui College
HOST 258 - Hospitality Marketing

1. Course Alpha.

HOST

2. Course Number.

258

3. Course Title/Catalog Title.

Hospitality Marketing

4. Number of Credits.

3

5. Contact Hours/Type.

- Hour lecture (3)

6. Course Description.

Provides students with basic knowledge and practical experience to develop strategic and operating marketing plans for hospitality properties. Emphasizes the marketing orientation as a management philosophy that guides the design and delivery of guest services. Examines the dynamic relationship between hospitality marketing and daily operations.

7. Pre-Requisites.

HOST 152 and ENG 100 both with grade C or better, or consent.

8. Co-requisites.

None

9. Recommended Preparation.

None

10. Is this a cross-listed course?

NO

11. Reason for Proposal. Why is this course being proposed or modified? This question requires specific information as part of the explanation.

This course is being modified to align with the UHCC Hospitality & Tourism (HOST) Program Coordinator's Council (PCC) system-wide articulation agreement for common core courses in the HOST program. The name and number of the course is being changed from Hospitality Sales & Marketing (HOST 250) to Hospitality Marketing (HOST 258) and the prerequisite is being modified from CA in Hospitality & Tourism to HOST 152 and ENG 100 with grade C or better, or consent.

12. Effective Semester and Year.

Fall 2016

13. Grading Method. What grading methods may be used for this course?

- Standard (Letter,Cr/NCr,Audit) (0)

14. Is this course repeatable for credit? How often can this course be counted toward a degree or certificate?

NO

15. Course Student Learning Outcomes (SLOs).

Course SLO/Competency	Analyze the element's unique to hospitality marketing and identify marketing's role in hospitality management (Ho'okipa, Laulima, Alaka'i 'Ike loa, Kuleana).	Analyze hospitality service marketing strategies and develop marketing plans for a hospitality organization (Ho'okipa , Alaka'i, Laulima, 'Ike loa, Kuleana).	Explore advertising, public relations and publicity strategies and apply sales and marketing techniques in the hospitality industry (Ho'okipa, Laulima, Alaka'i, 'Ike loa, Kuleana)
Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka`i (leadership).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Course SLO/PSLO	Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka'i (leadership).	Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).
Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka`i (leadership).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

16. Course Competencies.

Competency
Analyze the elements unique to hospitality marketing and identify marketing's role in hospitality management (Ho'okipa, Laulima,Alaka'i 'Ike loa, Kuleana).
Analyze hospitality service marketing strategies and develop marketing plans for a hospitality organization (Ho'okipa, Alaka'i, Laulima, 'Ike loa, Kuleana).
Explore advertising, public relations and publicity strategies and apply sales and marketing techniques in the hospitality industry (Ho'okipa, Laulima, Alaka'i, 'Ike loa, Kuleana)

17. Recommended Course Content and Timeline. The course content facilitates the course competencies. Course content may be organized by weeks, units, topics or the like.

Overview of hospitality marketing (1 week)
Management's role

Trends

Service (1 week)

Service encounters and service chains
Service analysis
Guest satisfaction

Guest Behavior (1 week)

Models of guest behavior
Purchase stimuli, purchase decisions
External forces

Hospitality Management Strategies (1-2 weeks)

Marketing Mix
SWOT analysis
Ethical dimensions

Marketing Plan (1-3 weeks)

Strategic planning
Plans and budget formulation
Sales forecasts and marketing plans
Components of a marketing plan
Managing the marketing and sales office

Sales Techniques (1-2 weeks)

Personal sales
Telephone sales
Internal sales & marketing
Technology and social media

Market Segments (5-7 weeks)

Business travelers
Leisure travelers
Travel agents
Meeting planners
Special segments
Restaurants and lounges
Catered events and meeting rooms

Contemporary issues (1-2 weeks)

18. Program Learning Outcomes.

Program SLO

Identify and demonstrate skills essential for successful employment in leadership positions in the hospitality industry through the values of Ho'okipa (hospitality), Laulima (teamwork), and Alaka'i (leadership).

Demonstrate the skills of a lifelong learner through the values of 'Ike loa (learning to learn) and Kuleana (civic responsibility).

19. College-wide Academic Student Learning Outcomes (CASLOs).

<input checked="" type="checkbox"/>	Creativity - Able to express originality through a variety of forms. <input checked="" type="checkbox"/> Preparatory Level
<input checked="" type="checkbox"/>	Critical Thinking - Apply critical thinking skills to effectively address the challenges and solve problems. <input checked="" type="checkbox"/> Preparatory Level

<input checked="" type="checkbox"/>	Information Retrieval and Technology - Access, evaluate, and utilize information effectively, ethically, and responsibly. <input checked="" type="checkbox"/> Preparatory Level
<input checked="" type="checkbox"/>	Oral Communication - Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes. <input checked="" type="checkbox"/> Preparatory Level
<input checked="" type="checkbox"/>	Quantitative Reasoning - Synthesize and articulate information using appropriate mathematical methods to solve problems of quantitative reasoning accurately and appropriately. <input checked="" type="checkbox"/> Preparatory Level
<input checked="" type="checkbox"/>	Written Communication - Write effectively to convey ideas that meet the needs of specific audiences and purposes. <input checked="" type="checkbox"/> Preparatory Level

20. Linking.

21. Method(s) of delivery appropriate for this course.

- Cable TV (0)
- Classroom/Lab (0)
- HITS/Interactive TV (0)
- Hybrid (0)
- Online (0)

22. Text and Materials, Reference Materials, and Auxiliary Materials.

- Abbey, J. R.. Hospitality Sales and Marketing. 6. American Hotel & Lodging Association, 2014, 978-0-86612-444-7.

23. Maximum enrollment.

24

24. Particular room type requirement. Is this course restricted to particular room type?

YES
Computer lab

25. Special scheduling considerations. Are there special scheduling considerations for this course?

NO

26. Are special or additional resources needed for this course?

No

27. Does this course require special fees to be paid for by students?

NO

28. Does this course change the number of required credit hours in a degree or certificate?

No.

29. Course designation(s) for the Liberal Arts A.A. degree and/or for the college's other associate degrees.

Degree	Program	Category
Associate in Arts:		LE - Elective
AS:		
AAS:	Hospitality and Tourism	PR - Program Requirement
BAS:		
Developmental/Remedial:		

30. Course designation(s) for other colleges in the UH system.

KapCC: HOST 258 Hospitality Marketing
HawCC: HOST 258 Hospitality Marketing
KauCC: SMKT 150 Principles of Personal Selling

31. Indicate the year and page # of UHMC catalog referred to. For new or modified courses, please indicate the catalog pages that need to be modified and provide a sheet outlining those changes.

UHMC General Catalog pp. 47 and 123.

32. College-wide Academic Student Learner Outcomes (CASLOs).

Standard 1 - Written Communication Write effectively to convey ideas that meet the needs of specific audiences and purposes.	
Outcome 1.1 - Use writing to discover and articulate ideas.	2
Outcome 1.2 - Identify and analyze the audience and purpose for any intended communication.	3
Outcome 1.3 - Choose language, style, and organization appropriate to particular purposes and audiences.	3
Outcome 1.4 - Gather information and document sources appropriately.	2
Outcome 1.5 - Express a main idea as a thesis, hypothesis, or other appropriate statement.	2
Outcome 1.6 - Develop a main idea clearly and concisely with appropriate content.	3
Outcome 1.7 - Demonstrate a mastery of the conventions of writing, including grammar, spelling, and mechanics.	3
Outcome 1.8 - Demonstrate proficiency in revision and editing.	2
Outcome 1.9 - Develop a personal voice in written communication.	2
Standard 2 - Quantitative Reasoning Synthesize and articulate information using appropriate mathematical methods to solve problems of quantitative reasoning accurately and appropriately.	
Outcome 2.1 - Apply numeric, graphic, and symbolic skills and other forms of quantitative reasoning accurately and appropriately.	2
Outcome 2.2 - Demonstrate mastery of mathematical concepts, skills, and applications, using technology when appropriate.	2
Outcome 2.3 - Communicate clearly and concisely the methods and results of quantitative problem solving.	2
Outcome 2.4 - Formulate and test hypotheses using numerical experimentation.	1
Outcome 2.5 - Define quantitative issues and problems, gather relevant information, analyze that information, and present results.	1
Outcome 2.6 - Assess the validity of statistical conclusions.	0
Standard 3 - Information Retrieval and Technology. Access, evaluate, and utilize information effectively, ethically, and responsibly.	
Outcome 3.1 - Use print and electronic information technology ethically and responsibly.	2
Outcome 3.2 - Demonstrate knowledge of basic vocabulary, concepts, and operations of information retrieval and technology.	1
Outcome 3.3 - Recognize, identify, and define an information need.	2
Outcome 3.4 - Access and retrieve information through print and electronic media, evaluating the accuracy and authenticity of that information.	2
Outcome 3.5 - Create, manage, organize, and communicate information through electronic media.	2

Outcome 3.6 - Recognize changing technologies and make informed choices about their appropriateness and use.	2
Standard 4 - Oral Communication	
Practice ethical and responsible oral communications appropriately to a variety of audiences and purposes.	
Outcome 4.1 - Identify and analyze the audience and purpose of any intended communication.	3
Outcome 4.2 - Gather, evaluate, select, and organize information for the communication.	3
Outcome 4.3 - Use language, techniques, and strategies appropriate to the audience and occasion.	2
Outcome 4.4 - Speak clearly and confidently, using the voice, volume, tone, and articulation appropriate to the audience and occasion.	2
Outcome 4.5 - Summarize, analyze, and evaluate oral communications and ask coherent questions as needed.	2
Outcome 4.6 - Use competent oral expression to initiate and sustain discussions.	2
Standard 5 - Critical Thinking	
Apply critical thinking skills to effectively address the challenges and solve problems.	
Outcome 5.1 - Identify and state problems, issues, arguments, and questions contained in a body of information.	2
Outcome 5.2 - Identify and analyze assumptions and underlying points of view relating to an issue or problem.	2
Outcome 5.3 - Formulate research questions that require descriptive and explanatory analyses.	2
Outcome 5.4 - Recognize and understand multiple modes of inquiry, including investigative methods based on observation and analysis.	2
Outcome 5.5 - Evaluate a problem, distinguishing between relevant and irrelevant facts, opinions, assumptions, issues, values, and biases through the use of appropriate evidence.	2
Outcome 5.6 - Apply problem-solving techniques and skills, including the rules of logic and logical sequence.	2
Outcome 5.7 - Synthesize information from various sources, drawing appropriate conclusions.	2
Outcome 5.8 - Communicate clearly and concisely the methods and results of logical reasoning.	2
Outcome 5.9 - Reflect upon and evaluate their thought processes, value system, and world views in comparison to those of others.	2
Standard 6 - Creativity	
Able to express originality through a variety of forms.	
Outcome 6.1: Generate responses to problems and challenges through intuition and non-linear thinking.	2
Outcome 6.2: Explore diverse approaches to solving a problem or addressing a challenge.	2
Outcome 6.3: Sustain engagement in activities without a preconceived purpose.	1
Outcome 6.4: Apply creative principles to discover and express new ideas.	2
Outcome 6.5: Demonstrate the ability to trust and follow one's instincts in the absence of external direction	2
Outcome 6.6: Build upon or adapt the ideas of others to create novel expressions or new solutions.	2

33. Additional Information