



# Broward Community College

## Course Outline

STATUS:   A  

COMMON COURSE NUMBER:   HFT 2500  

COURSE TITLE:   Marketing  

CREDIT HOURS:           3          

**CONTACT HOURS BREAKDOWN:**

Lecture/Discussion	<u>          48          </u>
Lab	<u>                          </u>
Other	<u>                          </u>
Contact Hours/Week	<u>          3          </u>

**CATALOG COURSE DESCRIPTION:**

Prerequisite:   None

Corequisite:   None

This course emphasizes how to sell and promote the services the hospitality/restaurant/travel industries offer guests. It covers the development of business through personal selling, media advertising and publicity. In addition, the operations of a sales and convention department are studied.

General Education Requirements - Associate of Arts Degree, meets Area(s):  
 General Education Requirements - Associate in Science Degree, meets Area(s):

**UNIT TITLES:**

1. Marketing the Tourist Destination
2. Serving People Away from Home is Our Business
3. Packaging and Pricing the Tourist Destination
4. Promoting the Tourist Destination

## **I. Course Overview:**

Upon successful completion of this course, the students should possess the requisite knowledge, skills, abilities, and attitudes to perform successfully as a member of a tourist destination marketing team.

## **II. Units:**

### **Unit 1. Marketing the Tourist Destination**

#### General Outcome:

- 1.0 The students should be able to define the basic principles of marketing as they exist in the artifacts producing industries and explain their transferability to the tourist destination industry.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

- 1.1 Define and use the basic principles of marketing in relationship to the operation of a tourist destination.
- 1.2 Design, develop, and activate a marketing program for a specific tourist destination.

## Unit 2. Serving People Away from Home is Our Business

### General Outcome:

2.0 The students should be able to determine who the customers and prospective customers of a given tourist destination are; what their needs and desires are; where these people are; and how to communicate effectively with them.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

2.1 Demonstrate competence in creating desire for a specific tourist destination by a specific market segment.

2.2 Demonstrate competence in communicating the selling messages of a specific tourist destination to a specific market segment.

### Unit 3. Packaging and Pricing the Tourist Destination

#### General Outcome:

3.0 The students should be able to define the basic principles of packaging and pricing the tourist destination product to specific markets.

#### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

3.1 Demonstrate competence in creating and implementing plans which present a specific tourist destination's most salable image to a specific market segment.

3.2 Demonstrate competence in the establishment of price structures that conform to the needs and desires of a specified market segment while generating the income which meets the financial goals of a specific tourist destination.

## Unit 4. Promoting the Tourist Destination

### General Outcome:

4.0 The students should be able to define the basic principles of promoting the tourist destination product.

### Specific Learning Outcomes:

Upon successful completion of this unit, the students should be able to:

4.1 Demonstrate competence by getting the prospective customer to buy the varied services of the specified tourist destination at maximum long-range profitability to the destination.

4.2 Demonstrate a knowledge of those mechanical devices, procedures, and techniques which constitute the activation process of marketing.

**Special Student Projects:**

Creation of a display advertising campaign for a specific tourist destination.

Creation of a television advertising campaign as part of a student team for a specific tourist destination.