



Broward Community College

Course Outline

STATUS: A

COMMON COURSE NUMBER: HFT 2511

COURSE TITLE: Convention and Group Business Marketing Management

CREDIT HOURS: 3

CONTACT HOURS BREAKDOWN:

Lecture/Discussion 48

Lab

Other

Contact Hours/Week 3

CATALOG COURSE DESCRIPTION:

Prerequisite: HFT 2500

Co requisite: None

This course covers the functions of the convention organizer and tour wholesaler in relation to the suppliers of travel and hospitality services. The responsibilities of each organization in the marketing channel are delineated. Marketing of facilities and activities to organizers, retailers and/or consumers are emphasized.

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

UNIT TITLES:

1. Development and Implementation of the Marketing Plan
2. Convention/Group Business Selling
3. Convention/Group Business Servicing
4. Convention/Group Business Delivery Systems

I. Course Overview:

Upon successful completion of this course, the students should possess the requisite knowledge, skills, abilities, and attitudes needed to perform successfully as a member of the convention/group business delivery systems team at the mid-management/management level.

II. Units:

Unit 1. Development and Implementation of the Marketing Plan

General Outcome:

- 1.0 The students should be able to create, develop, and implement a marketing plan for a convention/group business hosting facility.

Specific Learning Outcomes:

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

- 1.1 Create a marketing campaign for a specific convention/group business hosting facility aimed at a specific convention or other group business segment.
- 1.2 Implement a marketing campaign for a specific convention/group business hosting facility aimed at a specific convention or other business.

Unit 2. Convention/Group Business Selling

General Outcome:

2.0 The students should be able to demonstrate competence in the management of the sales functions of a convention/group business hosting facility.

Specific Learning Outcomes:

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

- 2.1 Identify specific conventions and other group business segments that would be viable prospects for a given convention/group business hosting facility.
- 2.2 Implement a successful sales campaign for a given convention/group business hosting facility to convert a prospect to a customer.

Unit 3. Convention/Group Business Servicing

General Outcome:

- 3.0 The students should be able to demonstrate competence in the management of the service functions before, during, and after the convention/group business event.

Specific Learning Outcomes:

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

- 3.1 Create and implement a plan for the successful pre-event servicing of a specific piece of business, convention and/or group, for a specific convention/group business hosting facility.
- 3.2 Create and implement a plan for the successful servicing of a specific piece of business, convention and/or group, during the event, for a specific convention/group business hosting facility.
- 3.3 Create and implement a plan for the successful post-event servicing of a specific piece of business, convention and/or group, for a specific convention/group business hosting facility.

Unit 4. Convention/Group Business Delivery Systems

General Outcome:

- 4.0 The students should be able to demonstrate competence as a member of the convention/group business sales and service team for his/her convention/group business hosting facility.

Specific Learning Outcomes:

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

- 4.1 List and enumerate the duties and responsibilities of each internal member of the convention/group business sales and service team for a selected group business hosting facility.
- 4.2 List and enumerate the duties and responsibilities of each external member of the convention/group business sales and service team for a selected group business hosting facility.

Special Student Projects:

1. Creation of a sales campaign for a specific tourist destination to book a specific piece of group business.
2. Creation of a media conference for a specific tourist destination.
3. Visits to industry locations and conferences.