

HSTM 260C : Hospitality Sales and Marketing

Focuses on the hospitality markets and products. The student will analyze the organization of the hotel sales and marketing department by looking at the importance of increasing revenue through special market segment, planning itineraries with tour operators, brochure design, and advertisement.

Credits 3

Lab/Practicum/Clinical Hours 0

Lecture Hours 3

Prerequisite Courses

HSTM 101C

HSTM 110C

Learning Outcomes

- Understand the role and scope of wedding consultancy.
- Demonstrate understanding of the political and economic influences on weddings.
- Understand contract negotiations with bride, vendors, and other contracted workers.
- Be familiar with different types of wedding traditions and culture with an understanding of ethnic backgrounds.
- Develop and implement a wedding day timeline and wedding budget.
- Engage the involvement of businesses in the wedding planning process.