COURSE TITLE:
HR207 – Hotel Sales and Convention Planning

PREREQUISITES:
HR101

CREDITS/HOURS:
2 credits; 2 hours lecture

COURSE CLASSIFICATION:
HR207 is a required core course for the Hospitality Management AAS degree, and the Certificate in Hospitality Management, in the Hotel/Restaurant/Hospitality Department. As an elective course it may be used to complete the requirements for any other Certificate or Degree Program requirement in the Hotel/Restaurant/Hospitality Department.

COURSE DESCRIPTION:
HRM-207 Hotel Sales & Convention Planning covers the principles and techniques of group sales in the lodging industry. Discussed are feasibility studies, advertising procedures, market development, identification of selling objectives, maximizing room occupancy, long term sales planning, and convention operations.

MEANS OF ASSESSMENT:
Student participants will:
1. Identify organizations involved in the advancement of professionalism in the convention and meeting industry;
2. Identify the types of meetings held and the specific requirements of each type of organization that hold meetings;
3. Describe various types of meeting facilities;
4. Explain differences between sales and marketing;
5. Learn marketing concepts;
6. Utilize standard operating procedures;
7. Describe characteristics of the various types of meetings;
8. Investigate criteria for site selection;
9. Identify SMERF groups and their decision makers;
10. Detail the methods of direct selling;
11. Indicate the factors involved in development and use of an effective market strategy;
12. Describe various areas included in a typical hotel contract;
13. Present the factors affecting room assignments and the management of room blocks;
14. List the key players and importance of the pre-convention meeting;
15. Describe several types of food and beverage service and control issues prevalent in each; and
16. Detail the special services provided to convention groups.

**EVALUATION AND GRADING:**
The grading system used in this course will count class participation, and projects. The following allocation will be used:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Class Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Projects (4), 20% each</td>
<td>80%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

When a student is absent from one or more classes, a grade cannot be recorded for those absences on those days since the student was not there to earn a grade. Additionally, if a project is due on the day the student is absent, there will be penalty of 10 percent of the grade when the project is submitted.

NOTE: In borderline cases, which arise in almost every class each semester, a student's attitude and observed effort will be considered in helping to determine the student's final grade.

**TEXTBOOK:**
Waterbury Press, Las Vegas NV 2006

**MATERIALS AND SUPPLIES:**
A supply of 5 inches by 7 inches ruled index cards.
OTHER COURSE REQUIREMENTS:

The attendance book will be available during the class; be sure to check in, otherwise you will be carried in the roll book as being absent.

If the student's schedule and the instructor's office hours conflict, an appointment must be made to meet with the instructor at a time which is convenient to both. It is the student's responsibility to discuss any problem he/she may have in this course with the instructor as soon as possible, so that counseling, advice and/or tutoring can be arranged if needed.

The use of cell phones in class is prohibited. CELL PHONES MUST BE TURNED OFF WHILE IN CLASS. If a cell phone rings while a student is in class, the student will be asked to leave and will be considered absent for the day.

If the student MUST receive an emergency call during class, the cell phone MUST be on vibrate or other noiseless indicator, and the student will leave the class quietly so as not to disturb the instructor or other students. If an emergency call is expected, the student must notify the instructor before the class starts.

Students who require accommodations by the American with Disabilities Act (ADA) can request support services from the Office of Specialized Services of Bergen Community College, 201-612-5270 or http://www.bergen.edu/pages/676.asp

OTHER COLLEGE, DIVISIONAL, & DEPARTMENTAL POLICY STATEMENTS

STUDENT AND FACULTY SUPPORT SERVICES

The Distance Learning Office – for any problems you may have accessing your online courses Room C-334 201-612-5581; psimms@bergen.edu; Smarthinking Tutorial Service On Line at: www.bergen.edu/library/learning/tutor/smart/index.asp. The Tutoring Center Room L-125 201-447-7908 The Writing Center Room L-125 201-447-7908 The Online Writing Lab (OWL) On Line at: www.bergen.edu/owl The Office of Specialized Services (for Students with Disabilities) Room S-131 201-612-5270 www.bergen.edu/oss. The Sidney Silverman Library – Reference Desk Room L-226 201-447-7436
Special Note on the Tutoring Center The Henry and Edith Cerullo Learning Assistance Center encompasses the Tutoring Center, the English Language Resource Center, and the Writing Center. The website of the Learning Assistance Center is located at www.bergen.edu/pages/2192.asp. Tutoring services are available for this course in the Tutoring Center. I strongly recommend that you make use of those services as we progress through the semester. As listed above, the Tutoring Center is located in Room L-125, and its phone number is 201-447-7908. You can also make appointments for tutoring online through the BCC Virtual Campus, which is located at www.bergen.edu/pages/2864.asp. Click on the link for the "Tutoring Appointment System."


RESOURCES AND BIBLIOGRAPHY:


Knight, J.B. and Kotschevar L.H.  Quantity Food Production Planning and Management. CBI Publishing Co., Boston, MA 1979


Petteruto, R. How to Open and Operate a Restaurant. Albany, NY: Delmar Publishers, 1979


USDA. Labor Requirements and Operating Costs in Fast Food Restaurants. J. F. Freshwater. Agricultural Research Service, Marketing Research Report #1033


Vallen, J.J. Check In-Check Out, 2nd ed. Dubuque, IA: Wm. C. Brown, Co., 1990

Week 1. ______ Chapter 1
Week 2. ______ Chapter 2 Project #1, Page 65, #7
Week 3. ______ Chapter 3
Week 4. ______ Chapter 3, cont. Project #1 Due
Week 5. ______ Chapter 4, 5, 6, 7
Week 6. ______ Chapter 8 Project #2, Page 273, #6
Week 7. ______ Chapter 9
Week 8. ______ GUEST SPEAKER Project #2 Due
Week 9. ______ Chapter 10, 11
Week 10. ______ Chapter 12, 13 Project #3, page 365, #7
Week 11. ______ Chapter 14
Week 12. ______ Chapter 15 Project #4, Page 464, All Questions
Week 13. ______ Chapter 16
Week 14. ______ Chapter 17
Week 15. ______ Chapter 18 Project #4 Due

NOTE: This Lesson Schedule is Subject to Change