COURSE TITLE: HRM 207-099WB Hotel Sales & Convention Planning

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. 1 credit.

CREDITS/HOURS:
1 credit; 1 hour lecture, 1 hour laboratory

PREREQUISITE:
HRM-101

TEXTBOOK:

STUDENT LEARNING OBJECTIVES:
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 “Internet Exercises” are worth 35 points each when completed properly. Each “Study Question” is worth 10 points when completed properly. The “MID TERM EXAM” is worth 100 points and the “FINAL EXAM” is worth 125 points when completed properly. Total number of points = 1000.

Week 1.  _____ Chapter 1, Internet Exercise Page 32
         Chapter 2, Internet Exercise Page 54

Week 2.  _____ Chapter 3, Internet Exercise Page 112
         Chapter 4, Internet Exercise Page 138

Week 3.  _____ Chapter 5, Internet Exercise Pages 176 & 180

Week 4.  _____ Chapter 6, Internet Exercise Pages 192 & 205
         Chapter 7, Internet Exercise Pages 225 & 245

Week 5.  _____ Chapter 8, Internet Exercise Pages 262 & 285

Week 6.  _____ Chapter 9, Internet Exercise Page 295
         Chapter 10, Internet Exercise Page 338

Week 7.  _____ Chapter 11, Study Question 3 Page 384
         MID TERM EXAM (TBA)

Week 8.  _____ Chapter 12, Study Questions 1, 2, 4, 7 Page 408
         Chapter 13, Internet Exercise Page 447
         MID TERM EXAM DUE

Week 9.  _____ Chapter 14, Internet Exercise Pages 461 & 472
         Study Question 8 Page 496
         Chapter 15, Internet Exercise Pages 525 & 527

Week 10. _____ Chapter 16, Study Questions 4, 5 Page 564
          Chapter 17, Study Questions 6, 8 Page 594

Week 11. _____ Chapter 18, Study Question 7 Page 625
          FINAL EXAM (TBA)

Week 12. _____ FINAL EXAM AND ALL OUTSTANDING
          ASSIGNMENTS ARE NOW DUE.

Grades will be applied as follows:
OTHER COURSE REQUIREMENTS:
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. The instructor’s office hours will be posted on his/her office door. (Prof. Tolve – E184). 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. Regular BCC email is the preferred way to contact the instructor. (Prof. Tolve – atolve@bergen.edu)

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 contact psimms@bergen.edu in Room C-329 (201-612-5581); Smarthinking Tutorial Service On Line at: http://www.bergen.edu/current-students/tutoring/online-tutoring-with-smarthinkingcom. The Online Writing Lab (OWL) On Line at: www.bergen.edu/owl, The Office of Specialized Services (for Students with Disabilities) 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/tutoring. We strongly recommend that you make use of those services as you progress through the semester. You can also make appointments for tutoring online located at http://www.bergen.edu/current-students/tutoring/tutoring-center. Click on the link for the "Tutoring Appointment System."

Important College Policies
See the 2014-2015 BCC Catalog for Withdrawal from Classes and Refunds, Grading, Course Grade Appeal Policy, and Academic Integrity and Plagiarism: www.bergen.edu/catalogs.

Also check Class Attendance Policy, Acceptable Use of Information Technology Resources, Clubs, Code of Student Conduct, Alcohol and Drug Policy, Family Education Rights and Privacy Act, Sexual Harassment Policy, Campus Assault Victim's Bill of Rights, Smoking Policy, and Traffic Regulations.

RESOURCES AND BIBLIOGRAPHY:


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


Morgan W.J. Supervision and Management of Quantity Food


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