
PRINCIPLES OF HOSPITALITY MARKETING

HMT 213 Principles of Hospitality Marketing**3.0 UNITS**

The student will gain an understanding of the marketing function in the field of hospitality. Emphasis is placed on marketing, planning, generation and use of marketing information, segmentation, positioning and the development and use of specific marketing tools. The course also covers areas such as menu design, advertising, sales and promotion, merchandising, personal selling, and the use of external advertising media.