

Course Abstract

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Course ID and Name: HCD 207 – Marketing for the Hospitality Industry

Department:

Chairperson or Course Coordinator: Dr. Mary-Pat Maciolek

Office Location: College Center 185

E-mail Address: mmaciolek@middlesexcc.edu

Telephone: 732-906-2538

Prerequisites: none

Co-requisites: none

Course Description: Principles and practices of hospitality marketing. Research of current trends and applications. Use of software in creating promotional media. Industry certification.

General Education Status:

Credits: 3.0

Lecture Hours: 2.0

Lab Hours: 2.0

Learning Outcomes:

Upon successful completion of the course, students will be able to

1. explain the principles of marketing as applied in the hospitality industry.
2. utilize advertising principles to create effective promotions.
3. identify major hospitality industry trends through marketing research.

Course Content Areas:

After exposure to marketing & advertising principles, students present current topics and create an advertisement using desktop publishing software.