



SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

Course Number Course Name	HTRM 142: Resort and Casino Marketing and Merchandising
Credit Value (Breakdown of theory and lab credits)	3 Credits Theory
Catalog Course Description	You will study room's management, including front office, housekeeping, security, and engineering with emphasis on operations, coordination, and communication within and between departments. Prerequisite: HTRM 130. (3, 3T+0S)
Student Learning Outcomes/Objectives /Competencies of the Course	<ol style="list-style-type: none"> 1. Define marketing 2. Identify the components in a marketing plan 3. List the common expectation gaps in hospitality purchase decisions 4. Explain the importance of relationship marketing and internal marketing in the hospitality discipline 5. Recognize the role of sales, product knowledge, and guest profiling in the hospitality industry 6. Discuss the benefits of a systematic marketing approach 7. Be able to define terms used by those individuals engaged in managing the marketing functions 8. Distinguish the difference between marketing and selling. 9. Identify the elements of a marketing information system. 10. List and describe the three commonly used marketing research methods. 11. Discuss specific marketing research applications within the foodservice industries. 12. Define advertising terms commonly used within the industry.
College-Wide Student Learning Outcomes	<ol style="list-style-type: none"> 1. Communication 2. Critical Thought 3. Information Literacy 4. Cultural Competence

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