

MARKETING

Practice marketing and customer service concepts through a hospitality and tourism lens. Students participate in a site-based internship and an off-site internship. This program provides additional certifications: Hospitality & Tourism Specialist (HTS), Certified Guest Service Provider (CGSP), S.T.A.R.T. Front Desk and Restaurant Server, and TIPS.

**leadership | event planning | marketing strategy | product development |
customer relations | professionalism**

Suggested Abilities

- ▶ 8th grade English reading, writing, speaking, and listening
- ▶ Understand basic algebra

Prerequisites

- ▶ *High School Students: Meet with counselor for eligibility requirements*

Class Hours

- ▶ Morning: 7:50am - 10:40am, Mon. - Fri.
- ▶ Afternoon: 12:05pm - 2:55pm, Mon. - Fri.

SEMESTER 1

HOS 2085 Independent Study

2 credits

Meets the individual needs of students. Students engage in intensive study or research under the direction of a qualified instructor.

MAR 1010 Introduction to Sales

1 credit

Teaches fundamentals of selling and builds a strong foundation, plus specialized techniques for selling against competitors, selling services, and business solutions selling.

MAR 1011 Principles of Sales

3 credits

Teaches ethical selling and the role of sales in marketing, emphasizing buyer-seller behavior and practical sales techniques.

MAR 1060 Customer Service

3 credits

Teaches students to relate to customers, solve problems, communicate effectively, build rapport, manage expectations, and create positive customer outcomes.

MAR 1087 Cooperative Education/Internship

3 credits

Places students in approved, supervised work sites related to their study program, offering practical experience guided by workplace personnel and the course instructor/coordinator.

MAR 2016 Principles of Marketing

3 credits

Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to businesses and the individual consumer.

SEMESTER 2

HOS 1005 Management in Hospitality Industry

3 credits

Describes the history, development, and operation of the hospitality industry including careers in the industry, management practices, accounting procedures, destinations and lodging.

HOS 1010 Introduction to Hospitality

3 credits

Industry structure across hotels, restaurants, noncommercial food service, travel/tourism, meetings/conventions, and clubs, covering career paths, organizational models, and industry scope.

HOS 1031 Planning for Special Events

3 credits

Provides a basic knowledge of the planning and development of an event or meeting, including the budgeting, arranging of entertainment and catering, and the lodging of participants.

MAR 2002 Event Marketing/Communications

3 credits

Explains marketing, media, and public relations in event planning; identifies channels; and guides designing a marketing plan with research, objectives, strategies, and implementation.

MAR 2080 Internship

3 credits

Offers students practical, supervised work experience related to their program, guided by on-site experienced staff and the course instructor.

Marketing Certificate

1 Year

30 Credit Hours