

Certificate in Hospitality Marketing & Sales

Program Outline

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Brief Program Description	<p>Certificate in Hospitality Marketing & Sales offers an opportunity to the students to understand the fundamental theoretical concepts as well as get practical experience related to the hospitality industry sales and marketing functions. This certificate contains overall 350 hours to be completed in 17.5 weeks in the field of the hospitality industry marketing and sales. Due to more and more integration with the rest of the world, the hospitality industry is a rapidly growing in BC.</p> <p>According to BC Labor Outlook 2019, Marketing and Sales in hospitality industry has great career opportunities. This program provides key skills, and knowledge to the students required for the careers related to marketing and sales in hospitality sector. Certificate offers a study of 7 courses related to the tourism, accommodation industry, marketing, restaurant operations, sales management, computer applications and professionalism. This program is basically designed to prepare students to enter into the diverse hospitality industry.</p>
Career Occupation* (if applicable)	<p>The hospitality industry is diverse in nature containing various businesses. Students can opt for the area of their interest, experience and abilities. There are various kinds of job opportunities available for the hospitality students.</p> <p>NOC Code (2016): 6411: Marketing and Sales Coordinator/Representative</p> <p>This NOC Code (2016) include a wide range of occupations related to sales and marketing in different nature of businesses including hospitality. Some of hospitality related occupations include;</p> <ul style="list-style-type: none"> • hotel accommodations sales executive • hotel services sales representative • alcoholic beverage sales representative • food products sales representative • food services sales representative • tour package sales representative • travelling salesperson • wine sales representative • advertising time sales representative

Admission Requirements	<p>Applicants must be:</p> <ol style="list-style-type: none"> 1. Be at least 17 years of age AND 2. Graduated from high school in Canada OR 3. Apply as a mature student who did not graduate from high school in Canada but is at least 19 years of age AND <p>Provide proof of English proficiency any of the following:</p> <ul style="list-style-type: none"> • Grade 12 or higher-level English course from Canada. • High School English 12: C (or equivalent) from an English-speaking country. • University or College level English course (non-ESL): C from an institution where English is the language of instruction. • Proof of four-year undergraduate degree from a recognized institution where English is the principal language of the country and the language of instruction. • Completion of at least 12 credits from a post-secondary institution in Canada or where English is the principal language of the country and the language of instruction. • English Language Test – any one of the following (only valid for two years): <ul style="list-style-type: none"> IELTS: 5.5 (with no band test score less than 5.0) TOEFL iBT: 46 or more Duolingo: 85 or more
Learning Objectives*	<p>Upon completion of this program the successful student will have reliably demonstrated the ability to:</p> <ul style="list-style-type: none"> ➤ Explain the various types of services the hospitality industry provides. ➤ Classify different food and beverage service operations and activities. ➤ Apply computer applications to the sales operations related to the hospitality industry. ➤ Explain restaurant operations. ➤ Use traditional and digital methods of marketing to develop strategies for a hotel/restaurant. ➤ Define major management concepts and issues related to the sales and marketing in hospitality industry. ➤ Demonstrate how to close sale sf accommodation in hospitality industry.

	<ul style="list-style-type: none"> ➤ Explain different dynamics of tourism industry particularly in BC and generally in the world.
Method(s) of Evaluation*	<ul style="list-style-type: none"> ➤ Mid Term Exam 25% ➤ Assignment/Project 25% ➤ Final Exam 25% ➤ Participation 25%
Completion Requirements*	<ul style="list-style-type: none"> ➤ Student must have at least 75% attendance ➤ Student must get overall 50% marks to complete the course
Program Duration	Students are required to complete 7 courses. Each course will be 50 hours in length with total of 350 hours of academic instructions with 20 hours per week and will be completed in 4.5 months.
Homework Hours	On average 10 hours per week or more (based on student performance in class)
Delivery Method(s)	<p>Indicate how the program is delivered</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> In-class instruction <input checked="" type="checkbox"/> Distance education <input checked="" type="checkbox"/> Combined delivery (both in-class and distance) <p>For distance component, College will use well tested on-line portals for student information management, class management and assessment management. Some of widely used portals include Canvas, ampEducator, Zoom, Team, Meet, FlexiQuiz, D2L Brightspace.</p>

Courses and required materials			
Code	Course Title	Hours	Textbook
DHM 1001	Introduction to Tourism	50	Cook, R., Hsu, C. H. C., & Taylor, L. (2018). <i>Tourism: The Business of Hospitality and Travel</i> (6th ed.). Pearson. Anderson, W. & Westcott, M. (Eds.). (2020). <i>Introduction to Tourism and Hospitality in B.C. – 2nd Edition</i> . Victoria, B.C.: BCampus. Retrieved from https://opentextbc.ca/introtourism2e/
DHM 1002	Workplace Skills and Professionalism	50	Anderson, L., & Bolt, S. (2015). <i>Professionalism: Skills for Workplace Success</i> (4th ed.). Pearson.
DHM 1004	Office Computer Applications	50	Vermaat, M. E., Freund, S. M., Hoisington, C., Schmieder, E., & Last, M. Z. (2017). <i>Shelly Cashman Series Microsoft Office 365 & Office 2016: Introductory</i> (1st ed.). CENGAGE Learning.
DHM 2002	Accommodation- Lodging Industry	50	Vallen, G., & Vallen, J. (2014). <i>Check-in Check-Out: Managing Hotel Operations, Pearson New International Edition</i> (9th edition). Pearson Education Limited.
DHM 3003	Introduction to Marketing	50	Armstrong, G., Kotler, P. P., Trifts, V., Buchwitz, L. A., & Gaudet, D. (2017). <i>Marketing: An Introduction</i> , (6th Edition). Pearson Canada.
DHM 4001	Restaurant Operations	50	Walker, J. R. (2017). <i>Restaurant Concepts, Management, and Operations</i> (8th ed.). Wiley.
DHM 4005	Introduction to Sales Management	50	Jobber, D., & Lancaster, G. (2015). <i>Selling and Sales Management</i> (10th ed.). Pearson.
	Total	350	