

# HOSP265: Hospitality Sales and Marketing

Examines all aspects of hospitality sales and marketing techniques: developing a marketing plan, effective sales techniques, advertising and public relations efforts, and generational marketing trends as they pertain to the hospitality industry. The increased role of hospitality technology to improve hospitality sales will also be addressed. This course will be offered once per year.

**Credits:** 3

**Lab Hours:** 0

**Lecture Hours:** 3

**Prerequisites:**

HOSP100 (may be taken concurrently) or permission of instructor.

**Program:** [Hospitality](#)