

Dakota County Technical College

SMGT 1681: Hospitality Marketing and Consumer Behavior

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

This course blends the study of marketing with consumer behavior and provides an applied focus on research and prediction of consumer behavior. Students will explore the power of integrating marketing and public relations techniques to influence consumer behavior.

B. COURSE EFFECTIVE DATES: 08/27/2012 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

1. Explore influences that contribute to consumer decision making and strategies that impact consumer behavior
2. Recognize sources of market information and research techniques
3. Distinguish market segments and construct segment profiles
4. Practice market segment perceptual mapping and link to market strategy
5. Recognize the relationship between market segmentation and development of marketing strategies
6. Discover the strategic and tactical components of a marketing plan
7. Practice marketing plan development
8. Become acquainted with the role of price in revenue management
9. Explore impact optimization of marketing and sales via marketing channels and electronic commerce
10. Identify the relationship of pricing and environmental factors to the pricing decision
11. Explain the role of public relations within market strategy and describe public relations techniques

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted