



Course Category	Hospitality			
Course Title	AHLEI Hospitality Sales and Marketing			
Course Code	CA014			
Medium of Instruction	English			
Duration	42.0 hour(s)			
Course Fee	Macao Resident: MOP5,380 (Including course material, certification and one exam fees) Non-Macao Resident: MOP5,380 (Including course material, certification and one exam fees)			
Certificate	Students who have obtained an overall passing grade of the course and met the attendance requirement will be issued a course certificate by UTM and a certificate by AHLEI. The passing grade for the course is based on the grading system set by AHLEI.			
	Course Code	Sub Code	Course Start Date	Course End Date
	CA014	2301	2023/02/13	2023/04/03
Objective	This course is designed to provide students with a solid background in hospitality sales and marketing. The textbook's main focus is on practical sales techniques for selling to targeted markets.			
Outline	<ul style="list-style-type: none">• Introduction to Hospitality Marketing and Sales• The Marketing Plan: The Cornerstone of Sales• Managing the Marketing and Sales Office• Personal Sales• Telephone Sales• Internal Marketing and Sales• Advertising, Public Relations, and Publicity• Marketing to Business Travelers• Marketing to Leisure Travelers• Marketing to Travel Agents• Marketing to Meeting Planners• Marketing to Special Segments• Marketing Restaurants and Lounges• Marketing Catered Events and Meeting Rooms			
Teacher	Please refer to the schedule			