



DIPLOMA IN HOSPITALITY SALES & MARKETING CO-OP

- Strengthen your resume with Canadian work experience and enhance your potential for future career success
- Gain the knowledge and skills necessary to secure rewarding and successful employment in this expanding and fast-growing industry
- Obtain the internationally-recognized American Hotel and Lodging Educational Institute (AHLEI) certificates

Campus

Vancouver, Toronto

Program Length

Daytime: 50 weeks

(24 weeks academic study +
24 weeks work experience +
2 weeks post-placement study)

Schedules will be adjusted in December to accommodate public holidays.

2019 Start Dates

Jan 2*, Jan 28, Feb 25, Mar 25, Apr 23,
May 21, Jun 17, Jul 15, Aug 12, Sep 9,
Oct 7, Nov 4, Dec 2

**Jan 2 start date is Vancouver campus only.*

2019 Fees

Registration fee: **\$150**
Tuition: **\$10,575**
Material fee: **\$720**

All fees are in Canadian dollars.

Entry Requirement

- Students who are interested in attending Greystone College must have a secondary school diploma, GED or mature student status.
- All applicants whose first language is not English must demonstrate an Intermediate 4 level of English with Greystone College's online written and speaking test.

The online written and speaking test is exempt if TOEFL iBT 65, IELTS 5.5, or ILSC I4 is presented.

If an applicant fails to meet the minimum requirements, they cannot be waived by either the institution or the student.

Program Description

Greystone College's Diploma in Hospitality Sales and Marketing Co-op program gives students the necessary skills to achieve their objectives through topics such as market segmentation, market research, advertising, public relations, pricing, and revenue maximization.

Students acquire industry knowledge through an internationally-recognized Hospitality program, and gain valuable Canadian work experience during the co-op work term.

Students will be prepared for a variety of hospitality industry positions such as hospitality marketing assistant, sales associate, public relations coordinator, and more.

Co-op Work Experience

This Work Experience is an integral part of the Co-op program. Students will apply the theories learned in class in real world work settings. Program Orientation and Pre-Placement classes will prepare you for finding a suitable co-op work experience. Throughout the work experience term, you will receive the support and guidance of a dedicated Co-op Coordinator.

Program Schedule

Students taking the daytime program will follow the same course schedule from 9:00 AM–2:30 PM during all study portions. During the first 24 weeks of the program, students will also take the Work Placement Skills Course (Part 1 & 2) during the afternoon 2:45-4:00 PM block to prepare for their co-op. After completing the final course, students will start their co-op work placement. At the end of the work experience, students will return to Greystone College for 2 weeks of Post-Placement Study, and graduation.

24 WEEKS ACADEMIC STUDY		24 WEEKS CO-OP WORK EXPERIENCE	2 WEEKS POST PLACEMENT STUDY	
MON-THU	FRI		MON-THU	FRI
9:00 AM–12:00 PM Class		Work schedule as per employer requirements	9:00 AM–12:00 PM Class	
12:00–1:00 PM Lunch	No Class		12:00–1:00 PM Lunch	No Class
1:00–2:30 PM Class			1:00–2:30 PM Class	
2:45–4:00 PM Work Placement Skills*			No Class	

** The Work Placement Skills course runs during the 1st and 4th months of your program.*



The American Hotel & Lodging Education Institute, was founded in 1953 to provide working hospitality professionals with education and training. Graduates of our Diploma in Hospitality Sales & Marketing program qualify for additional certification through AHLEI. Professional certification from the Educational Institute is the ultimate distinction of professional excellence for the hospitality industry.

Greystone College of Business and Technology (Toronto) Inc. (Greystone College (Toronto)), Greystone College of Business and Technology (Greystone College (Vancouver)), and Collège Greystone (Greystone College (Montréal)) are herein collectively referred to as "Greystone College".

	COURSE NAME	DESCRIPTION
ACADEMIC STUDY	CONVENTION MANAGEMENT SERVICE	Get an introduction to the organization and structure of hotels, restaurants, clubs, cruise ships and casino hotels, from a management perspective. Topics include: business ethics, franchising, management contracts, marketing and sales and advertising.
	HOSPITALITY FINANCIAL ACCOUNTING	Get a comprehensive introduction to hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle that results in the production of financial statements.
	SUPERVISION IN THE HOSPITALITY INDUSTRY	Learn how to develop effective supervision and management skills that are essential to success in the industry. Topics include how to recruit, select, and train; increase productivity; control labor costs; communicate effectively; manage conflict and change; and use time management techniques.
	HOSPITALITY SALES AND MARKETING	Discover how to build a top-flight sales team with creative, successful sales and marketing programs that really work. This course shows how to sell rooms and food and beverage services to business and leisure travelers, travel agents, and meeting planners.
	MANAGING HOSPITALITY HUMAN RESOURCES	Hospitality is a people industry, and this course shows how to manage the important human resources who provide services within a hospitality operation. Students will analyze contemporary issues and practices, as well as employment laws that have an impact on the way people are managed.
	REVENUE MANAGEMENT	In this course you will learn about the different revenue management tools available, as well as their uses. Students will also go over the different vital issues to consider before implementing revenue management tactics, and the consequences or benefits that the subsequent use of revenue management may entail.
	WORK PLACEMENT SKILLS	In this course, students will prepare for the Canadian workplace. This course is very useful to students registered in a Co-op program. It rapidly prepares students to apply for jobs and ensures their resumes and cover letters are to the business standard. Additionally, it helps students through the process of applying for a tax file number (SIN).
CO-OP WORK EXPERIENCE	CO-OP WORK EXPERIENCE	During the co-op work experience, students will put their skills into practise in a local workplace in a position related to their specific program objectives. Students will be required to complete job tasks as assigned to them by the employer. In addition, students are required to provide regular feedback (monthly, mid-term and final) on their work experience to Greystone College using prescribed reporting forms.
POST PLACEMENT STUDY	THE NEXT STEP	This course follows up with students after their work experience term. It provides the student with a new perspective of their goals and achievements and prepares them to take the next step when they leave the program.

The Co-op Work Experience could include entry-level positions in the following areas

- Customer services agent
- Marketing assistant
- Event coordinator
- Sales associate
- And more!