

# DIPLOMA IN HOSPITALITY SALES & MARKETING

- Learn the fundamental skills in sales and marketing for the hospitality industry
- 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: 26 weeks

*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: | <b>\$150</b>   |
| Tuition:          | <b>\$9,750</b> |
| Material fee:     | <b>\$720</b>   |

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

## Program Schedule

| 26 WEEKS ACADEMIC STUDY       |                               |
|-------------------------------|-------------------------------|
| MON–THU                       | FRI                           |
| 9:00 AM–12:00 PM <b>Class</b> | 9:00 AM–12:00 PM <b>Class</b> |
| 12:00–1:00 PM <b>Lunch</b>    |                               |
| 1:00–2:30 PM <b>Class</b>     | <b>No class</b>               |



**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   |
|--|---|
| <b>CONVENTION MANAGEMENT SERVICE</b>           | 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.  |
| <b>HOSPITALITY FINANCIAL ACCOUNTING</b>        | 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.   |
| <b>SUPERVISION IN THE HOSPITALITY INDUSTRY</b> | 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.  |
| <b>HOSPITALITY SALES AND MARKETING</b>         | 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.   |
| <b>MANAGING HOSPITALITY HUMAN RESOURCES</b>    | 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.   |
| <b>REVENUE MANAGEMENT</b>                      | 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.   |
| <b>JOB SEARCH PREPARATION</b>                  | In this course, students will prepare to take their new skills and knowledge into the job market. Students will focus on defining their future goals and career aspirations, and will learn how to write effective resumes and cover letters, interview basics, and what employers are looking for. Students will complete the course feeling prepared to find work in their new field. |

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