

# HMT 2201: Hospitality Marketing

## Credit Type – Proficiency



MIAMI VALLEY  
**TECHPREP**  
CONSORTIUM

<b>Course Description and Learning Outcomes:</b>
<a href="https://www.sinclair.edu/program/params/programCode/HMTTM-S-AAS/">https://www.sinclair.edu/program/params/programCode/HMTTM-S-AAS/</a>
<b>Faculty Pathway Specialist(s) (Please include name, email and office hours):</b>
Derek Allen, <a href="mailto:derek.allen@sinclair.edu">derek.allen@sinclair.edu</a>
<b>Resources Needed to Offer Course</b> (software, equipment, books [include ISBN and edition], etc. – please include any associated costs):
There is no textbook required for this course. Resources required include: high speed internet and a computer or laptop to access all of the content and material in the eLearn shell.
<b>What is the ideal format for course delivery – in person, online or blended? To what extent could this course be offered online if necessary?</b>
The course can be taught fully online. The course doesn't require any face-to-face meetings.
<b>How is the final grade for the course determined?</b> (Please list all required assignments, assessments, etc.)
The final grade for the course is determined by a combination of discussions, assignments, and 1 final project. In total there are 11 discussions and 11 assignments for this course- the high school instructor is responsible for all grading and grades must be posted in eLearn.
<b>Who is responsible for grading the required assignments and/or assessments?</b> (faculty or instructor?)
High School instructor is responsible for grading and all grades must be posted in eLearn
<b>What is the grading scale for the course?</b>
Standard grading scale, 0-59% (F) 60-69% (D) 70-79% (C) 80-89% (B) 90-100% (A). If a grade is on the borderline and .5 or higher, then the student will be raised to the next letter grade. An example is, if a student has 69.5 % then he/she will be awarded a C for the course.
<b>Must students access the eLearn shell regularly to complete requirements?</b>
Work requirement is in eLearn, instructor has option to teach in person the material or online. All assignments, discussions and grades should be posted in eLearn.
<b>Does the course require access to YouTube, GoogleDrive, etc.?</b>
The course does require access to watching YouTube and using Google, Safari, Firefox, or Internet Explorer for videos and content.
<b>Additional course details or requirements important for instructors not covered above:</b>
This course can be customized into a quarter or semester.
<b>Most common (or popular) degrees this course is in?</b>
This course is in Culinary, Restaurant Management, Lodging Management, and Tourism.