JHS　Syllabus 2017

Year 2nd: Senmon-shi Diploma - two-year day-time course in Hotel Management and Operations, Bridal Course

■Subject Code　: MS602

■Subject Name :Bridal Marketing & Sales

■Total Contact Hours : 27.6 hours

■No. of Credits : 2.0 Credits

■Name of Lecturer : Takeshi Kawakami

■Subject Description:

The aim of this subject is to explore marketing and sales activities in the bridal business and examine the key relevant issues. This subject introduces students to various issues in bridal marketing and sales such as marketing research, product development, advertisement, and sales promotion, and demonstrates technical knowledge and skills necessary for bridal marketing and sales, such as marketing research, estimating budget, and presentation of wedding ceremony plan, in counter service and exhibitions.

■Subject Outcomes:

Upon successful completion of MS602, the student should be able to:

1. Understand the bridal market and business numerically
2. Understand basic principles of bridal marketing (sales promotion and public relations)
3. Understand the process of bridal sales and prepare estimation forms used in the bridal sales process

■Course Outline;

1. Basic principle of marketing (segmentation, targeting and positioning)
2. Personal marketing in bridal business
3. Human resources in bridal business
4. Marketing research in the bridal business

5. Product development in the bridal business
6. Strategy for attracting customers
7. Sales skills for bridal sales (presentation, budget preparation and closing)
8. Market development

■Related Subjects:

This subject is related to Bridal Business Overview 1&2, Bridal Management

■Text Book:

The Japan Education Centre for The Hotel Industry (2008) *Bridal Marketing*, The Japan Education Centre for The Hotel Industry

■Evaluation:

1. Class attendance 50%
2. End-of Term Examination 50 %

Total 100 %