

DIPLOMA IN HOSPITALITY SALES & MARKETING CO-OP



Greystone
COLLEGE

- 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: 48 weeks

(24 weeks academic study +
24 weeks work experience)

Schedules will be adjusted in December to
accommodate public holidays.

2021 Start Dates

2021 Daytime*: Jan 4, Feb 1, Mar 1, Mar 29,
Apr 26, May 25, Jun 21, Jul 19, Aug 16,
Sep 13, Oct 12, Nov 8, Dec 6

*Greystone College Toronto is pausing delivery of most
programs in the daytime schedule in 2021, except
for the Diploma in Customer Service and Diploma in
Customer Service Co-op. Daytime program schedules
will resume for start dates in 2022.

2022 Daytime: Jan 4, Jan 31, Feb 28, Mar 28,
April 25, May 24, Jun 20, Jul 18, Aug 15, Sep
12, Oct 11, Nov 7, Dec 5

2021 Fees

Registration fee: **\$200**
Tuition: **\$10,575**
Material fee: **\$720**

All fees are in Canadian dollars.

**Bursaries available. Contact us or your local
Greystone College representative for more info.**

Entry Requirement

- Students who are interested in attending Greystone College must have a secondary school diploma, GED or mature student status.
- In Toronto only, be at least 18 years of age, and pass a superintendent approved qualifying test.
- 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 60, IELTS 6.0, 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.

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

*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.

Diploma In Hospitality Sales and Marketing Courses

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 PART 1 & 2

This course is delivered in two parts. In Part 1, students will develop the basic skills for finding and securing work in Canada – they will learn about resumes, cover letters, tax forms and more. Part 2 of the course is designed especially for Co-op students. It provides additional support to help students find and secure a co-op placement related to their studies and explains expectations and responsibilities during the work term.

CO-OP WORK EXPERIENCE

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During the co-op work placement, 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 and final) on their work experience to Greystone College using prescribed reporting forms.

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!



Bring your own device

To ensure our students have the most transformative learning experience we recommend the following minimum device requirements:

- Windows 7 or Mac OS v.10.7 or higher
- Processor: Intel I5-6400 or Ryzen 5 1400 minimum
- Memory: 4 GB recommended
- Screen: 14 inches recommended
- Connectivity: Wi-Fi and LAN
- Ports: minimum 1 USB 3.0 port
- Mouse and video camera

We recommend purchasing an external numeric keyboard if your device does not already have one. Students are provided with a free Microsoft Office 365 account during their studies.

THE ONTARIO MINISTRY OF ADVANCED EDUCATION AND SKILLS DEVELOPMENT

The Ontario Ministry of Advanced Education and Skills Development is responsible for the administration of laws relating to education and skills training in the province of Ontario. The Ministry oversees the development and the review of standards for programs of instruction, in order to clearly identify the essential skills and knowledge that graduates of that program must acquire.



PRIVATE TRAINING ACT OF MINISTRY OF ADVANCED EDUCATION

Greystone College Vancouver is registered and holds a designated certificate under the provisions of the Private Training Act of Ministry of Advanced Education. The Ministry of Advanced Education provides leadership and direction for the world class post-secondary education and training system in British Columbia