

Marketing and Sales for Tourism and Hospitality		Scope and Sequence
Unit	Lesson	Objectives
<b>INTRODUCTION TO MARKETING</b>		
	Understanding Marketing Basics	
		Describe the difference between marketing and sales.
		Explain the six marketing fundamentals.
		Explain the core principles of marketing.
		Differentiate marketing strategies such as those that are product/production-oriented, sales-oriented, and customer/societal marketing-oriented.
		Identify the difference between needs and wants.
	Project: Creating a Marketing Plan	
	Historical Development of Marketing	
		Trace the evolutionary development of marketing.
		Explain the impact the internet has had on marketing.
	Project: Design a Video	
	Importance of Hospitality Marketing	
		Explain the different definitions of the hospitality and travel industry.
		Explain the reasons for the increasing importance of marketing in the tourism and hospitality industry.
		Describe the environment for marketing in the hospitality industry.
		Identify the effects of the hospitality and tourism industry.
	SWOT Analysis	
		Conduct a SWOT analysis.
	Project: SWOT Analysis	
	The Marketing Plan	

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		Explain the three key areas of a company analysis.
		Distinguish between a marketing plan and a strategic marketing plan.
		Explain the requirements of an effective marketing plan.
		Explain the benefits of having a marketing plan.
		Describe the components of a marketing plan.
	Project: Creating a Market Plan	
	Budgeting for the Marketing Plan and Marketing Strategies for Product Life Cycle Stages	
		Describe the four methods of preparing marketing budgets.
		Describe the four stages of a product's life cycle.
		Describe how the four states of a product's life cycle apply to the hospitality and tourism industry.
	Test	
<b>MARKETING RESEARCH AND ANALYSIS</b>		
	Characteristics of the Travel Product	
		Determine what the travel product is.
		Describe the qualities and characteristics of a hospitality product.
		Explain the concept of perishability and its effect on the marketing of a hospitality product.
	Structure of the Hospitality and Tourism Industry	
		Identify the major groups or market sectors in the hospitality and tourism industry.
		Describe the role of each of these market sectors in the hospitality and tourism industry.
	Project: Sector Trends	
	Product/Service Mix and Branding	
		Define the product/service mix.

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		Describe the components of the product/service mix.
		Identify the types of partners available to hospitality and tourism organizations.
		Identify product development decisions .
	Project: Branding Timeline	
	Market Segmentation	
		Define market segmentation.
		Explain why markets are segmented.
		Explain the benefits and limitations of market segmentation.
	Project: Market Segmentation: Benefits vs Limitations	
	Methods of Segmenting Markets	
		List the four broad methods used to segment markets.
		Explain how marketing professionals use segmenting.
		Describe recent trends in segmenting.
	Market Research	
		Define market research.
		Give reasons as to why companies do market research.
		Explain the steps in the marketing research process.
	Project: Target Markets and Advertising Mediums	
	Test	
<b>MARKETING STRATEGY AND PLANNING</b>		
	Promotional Mix and Communications	
		Define the terms in the promotional mix.

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		List the five elements of the promotional mix.
		Explain the difference between explicit and implicit communication.
	Project: The Promotional Mix	
	Advertising and Public Relations	
		Discuss the difference between public relations and publicity.
		Explain the difference between consumer and trade advertising.
		Evaluate the advantages and disadvantages of different advertising media, including advertising alternatives.
	Project: Publicity and Its Effect	
	Sales Promotion and Merchandising in the Hospitality and Tourism Industry	
		Define the key terms sales promotion and merchandising.
		Distinguish between the different sales promotions used in hospitality and tourism marketing.
		Explain the six roles of sales promotion and merchandising.
		Identify communication methods for specialty advertising .
	Basics of Personal Selling	
		Define personal selling.
		Determine why personal selling is required in the hospitality industry.
		Outline the basic steps of personal selling.
		Identify the benefits and drawbacks of personal selling.
		Discuss the importance of personal selling in the hospitality industry.
	Project: Personal Selling Script	
	Satisfying the Customer	

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		Explain the importance of turning features into benefits in the sales process.
		Analyze the functions of sales management.
		Describe the characteristics of a successful salesperson.
		Recognize the principles of superior customer service.
		Describe how a sales representative can provide service with the sale.
		State how a sales representative can maintain a professional level of service.
	Use of Technology in Providing Service to Customers	Identify how technology can improve service to customers.
		Glean a basic knowledge of regulations governing sales at the local, state, and national levels.
		Identify the main components of the Sherman Act.
		Identify the main components of the Clayton Act.
	Project: Sherman and Clayton Acts Research Paper	
	Test	
<b>DELIVERING HOSPITALITY SERVICES TO CUSTOMERS</b>		
	The Travel Trade	Explain the concept of distribution mix.
		Define the term travel trade intermediary.
		Identify the various marketing intermediaries available to the tourism and hospitality industry and the benefits offered by each.
	Project: Travel Trade Intermediaries PowerPoint	
	Internet Travel Intermediaries	
		Describe the challenges facing the travel trade.

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		Explain the factors that led to the rise of internet intermediaries.
		Discuss how internet intermediaries have impacted traditional travel intermediaries.
	The Power of the Web in Tourism and Hospitality Marketing and Sales	Identify uses of the Internet for tourism and hospitality marketing.
		Summarize what makes a website effective for marketing purposes.
		Identify the major online travel services and the customer benefits in using them.
		List and explain the techniques available for evaluation online marketing.
	Project: Online Marketing Poster	
	Market Research and Customer Service	Explain the purpose of marketing research, and describe types of marketing research.
		Describe three basic marketing research techniques.
		Identify the role of customer service in marketing.
		Describe sales from a consumer's perspective.
	Project: Kinds of Market Research	
	The Role of Technology	Summarize the history of automation in the hospitality industry.
		Describe technological applications and trends affecting the hospitality industry and consumers.
		Describe the evolution of reservations systems in the hospitality industry.
		Discuss the effects of property management systems, marketing information systems, and travel purchasing systems on hospitality industry marketing and the consumer.
		Discuss ways to incorporate technology in the hospitality industry.
		Assess whether technology should be a part of any property renovation.

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	Project: Making a Market Research PowerPoint	
	Database Marketing	
		Describe the origins of database marketing.
		Explain three elements of the database systems.
		Summarize keys to successful database marketing.
		Summarize keys to successful direct mail.
		Determine when database marketing and direct mail can be an effective tool.
	Project: Database Marketing Timeline	
	Test	
<b>CAREER OPPORTUNITIES IN TOURISM AND HOSPITALITY</b>		
	Choosing a Career	
		Assess your goals, values, interests, skills, and aptitudes.
		Appraise your personality.
		Complete a career assessment.
		Locate career research resources.
	Project: Choose a Career Research Paper	
	Developing an Action Plan	
		Implement a career planning strategy.
		Develop a plan to reach your career goals.
	Careers in Marketing	
		Determine opportunities for continuing education in the hospitality industry.
		Describe the benefits of a hospitality education for both the employee and employer.

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		Explain the importance of marketing careers to the US economy.
		Assess the careers that are available in the hospitality and tourism industry.
	Project: Self-Marketing Plan	
	Entering the Job Market	
		Write a cover letter.
		Create a résumé.
		Identify professional references.
		Understand the importance of packaging one's self.
	Applying for a Job	
		Identify sources of job leads.
		Create an electronic résumé.
		Post a résumé online using a career website.
		Describe how the Internet has impacted job hunting and career planning.
	Project: Create Your Own Resume	
	Preparing for the Interview	
		Prepare for a job interview.
		Describe the characteristics of a good interview.
		Write a thank-you follow-up note.
		Review questions usually asked on an interview.
	Project: Writing a Thank You Letter	
	Test	

**COURSE PROJECT, REVIEW, AND EXAM**



**Unit Lesson**

**Objectives**

Review

Exam