

Marketing and Sales for Tourism and Hospitality

Course Overview and Syllabus

Grade level: 9–12

Prerequisite Courses: None

Credits: 0.5

Course Description

This semester-long course is designed as an introduction to the study of tourism and hospitality marketing and sales. Students are introduced to marketing theory and application of the basic principles of marketing as applied in hospitality and tourism. The relationship between marketing and other functions such as advertising, sales techniques, and public relations to maximize profits in a hospitality organization is addressed. Students have an opportunity to explore this multi-faceted world, identifying multiple career paths and opportunities.

Course Objectives

Throughout the course, you will meet the following goals:

- Learn the history of the field, its core principles, and the differences between marketing and sales
- Explore components of a marketing plan and techniques to evaluate its effectiveness
- Learn about market segmentation and market research strategies specific to the travel industry
- Understand the importance of promotion in marketing and the value of effective selling
- Examine distribution methods for promoting tourism and hospitality to the travel trade
- Discover how technology and market research are used to obtain information about customer needs and wants
- Discuss career paths of tourism and hospitality businesses, including skills and educational levels needed

Student Expectations

This course requires the same level of commitment from you as a traditional classroom course. Throughout the course, you are expected to spend approximately 5–7 hours per week online on:

- Interactive lessons that include a mixture of videos, readings, and tasks
- Assignments in which you apply and extend learning in each lesson
- Assessments, including quizzes, tests, and cumulative exams

Communication

Your teacher will communicate with you regularly through discussions, email, chat, and system announcements. You will also communicate with classmates, either via online tools or face to face, as you collaborate on projects, ask and answer questions in your peer group, and develop your speaking and listening skills.

Grading Policy

You will be graded on the work you do online and the work you submit electronically to your teacher. The weighting for each category of graded activity is listed below.

| Grading Category | Weight |
|------------------|--------|
| Lesson Quizzes | 20% |
| Unit Tests | 20% |
| Cumulative Exams | 20% |
| Assignments | 10% |
| Projects | 30% |
| Additional | 0% |

Scope and Sequence

When you log into Edgenuity, you can view the entire course map—an interactive scope and sequence of all topics you will study. The units of study are summarized below:

- Unit 1:** Introduction to Marketing
- Unit 2:** Marketing Research and Analysis
- Unit 3:** Marketing Strategy and Planning
- Unit 4:** Delivering Hospitality Services to Customers
- Unit 5:** Career Opportunities in Tourism and Hospitality