

# CURRICULUM OVERVIEW

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## Marketing and Sales for Tourism and Hospitality

Career and Technical Education Series



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## Marketing and Sales for Tourism and Hospitality Course Overview

This course is designed as an introduction to the study of tourism and hospitality marketing and sales. Students will be 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 will have an opportunity to explore this multi-faceted world, identifying multiple career paths and opportunities.

- **Introduction to Marketing:** This unit introduces students to marketing and sales. Students learn about the historical development of the field, and about the core principles of marketing. They also learn the importance of the differences between marketing and sales. Students will also explore components of a marketing plan, and about a technique to evaluate the effectiveness of a plan.
- **Marketing Research and Analysis:** Because travel is both a product and a service, it needs a unique marketing strategy. Students will learn how to develop that strategy, as well as about market segmentation and research for the travel industry.
- **Marketing Strategy and Planning:** Specifics about promotion and sales are covered in this unit, which also details the use of promotion as a component of the marketing mix. Students also learn about the importance of effective selling and the importance of closing the sale.
- **Delivering Hospitality Services to Customers:** This unit reviews the wide variety of distribution methods typically used to promote tourism and hospitality to the travel trade and customers. It also reminds students of the importance of customer needs and wants and how to obtain this information through technology and market research.
- **Career Opportunities in Tourism and Hospitality:** This unit discusses the career paths of tourism entities and hospitality businesses, the skills needed to work in tourism and hospitality, and the educational levels that are essential today to perform in an exceedingly competitive arena.

Unit 1: Introduction to Marketing			
Assignments			
1.	Course Overview	11.	Project: Creating a Market Plan
2.	Understanding Marketing Basics	12.	Budgeting for the Marketing Plan and Marketing Strategies for Product Life Cycle Stages
3.	Project: Creating a Marketing Plan	13.	Quiz 2: The Marketing Plan
4.	Historical Development of Marketing	14.	Special Project*
5.	Project: Design a Video	15.	Test
6.	Importance of Hospitality Marketing	16.	Course Project - Part 1: Marketing Research and Analysis*
7.	Quiz 1: What Is Marketing?	17.	Glossary and Credits
8.	SWOT Analysis		
9.	Project: SWOT Analysis		
10.	The Marketing Plan		

## Unit 2: Marketing Research and Analysis

### Assignments

- |  |   |
|--|---|
| 1. Characteristics of the Travel Product                 | 9. Methods of Segmenting Markets                              |
| 2. Structure of the Hospitality and Tourism Industry     | 10. Market Research   |
| 3. Project: Sector Trends                                | 11. Project: Target Markets and Advertising Mediums           |
| 4. Product/Service Mix and Branding                      | 12. Quiz 2: The Customer                                      |
| 5. Project: Branding Timeline                            | 13. Special Project*  |
| 6. Quiz 1: The Product                                   | 14. Test  |
| 7. Market Segmentation                                   | 15. Course Project - Part 2: Marketing Strategy and Planning* |
| 8. Project: Market Segmentation: Benefits vs Limitations | 16. Glossary and Credits                                      |

## Unit 3: Marketing Strategy and Planning

### Assignments

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|--|---|
| 1. Promotional Mix and Communications  | 10. Use of Technology in Providing Service to Customers                               |
| 2. Project: The Promotional Mix  | 11. Project: Sherman and Clayton Acts Research Paper                                  |
| 3. Advertising and Public Relations  | 12. Quiz 2: Using Personal Selling Techniques and Providing Superior Customer Service |
| 4. Project: Publicity and Its Effect   | 13. Special Project*  |
| 5. Sales Promotion and Merchandising in the Hospitality and Tourism Industry | 14. Test  |
| 6. Quiz 1: Hospitality Promotion   | 15. Course Project - Part 3: Delivering Hospitality Services to Customers*            |
| 7. Basics of Personal Selling  | 16. Glossary and Credits  |
| 8. Project: Personal Selling Script  |   |
| 9. Satisfying the Customer   |   |

## Unit 4: Delivering Hospitality Services to Customers

### Assignments

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|--|---|
| 1. The Travel Trade  | 9. The Role of Technology                             |
| 2. Project: Travel Trade Intermediaries PowerPoint                     | 10. Project: Making a Market Research PowerPoint      |
| 3. Internet Travel Intermediaries                                      | 11. Database Marketing                                |
| 4. The Power of the Web in Tourism and Hospitality Marketing and Sales | 12. Project: Database Marketing Timeline              |
| 5. Project: Online Marketing Poster                                    | 13. Quiz 2: Keeping the Customer Happy                |
| 6. Quiz 1: The Distribution Mix  | 14. Special Project*                                  |
| 7. Market Research and Customer Service                                | 15. Test  |
| 8. Project: Kinds of Market Research                                   | 16. Course Project - Part 4: Your Marketing Strategy* |
|  | 17. Glossary and Credits                              |

## Unit 5: Career Opportunities in Tourism and Hospitality

### Assignments

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|---|---|
| 1. Choosing a Career  | 9. Project: Create Your Own Resume              |
| 2. Project: Choose a Career Research Paper                          | 10. Preparing for the Interview                 |
| 3. Developing an Action Plan  | 11. Project: Writing a Thank You Letter         |
| 4. Careers in Marketing   | 12. Quiz 2: Finding and Applying for a Job      |
| 5. Project: Self-Marketing Plan                                     | 13. Special Project*                            |
| 6. Quiz 1: Planning for a Career in Hospitality Marketing and Sales | 14. Test  |
| 7. Entering the Job Market  | 15. Course Project - Part 5: Executive Summary* |
| 8. Applying for a Job   | 16. Glossary and Credits                        |

### Unit 6: Course Project, Review, and Exam

#### Assignments

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|---|-----------|
| 1. Course Project - Part 6: Board Presentation* | 2. Review |
|   | 3. Exam   |

(\*) Indicates alternative assignment