

Western Technical College

## 10109125 Hospitality Sales and Promotions

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will explore sales, marketing and promotion in the hospitality industry. A variety of techniques to attract, retain, and merchandise products and services will be explored.
<b>Career Cluster</b>	Hospitality and Tourism
<b>Instructional Level</b>	Associate Degree Courses
<b>Total Credits</b>	3
<b>Total Hours</b>	54

#### Textbooks

*On Air: Insider Secrets to Attract the Media and Get Free Publicity*. Copyright 2016. Cravy, Katrina. Publisher: Henschel HAUS Publishing, Inc. **ISBN-13:** 978-1-59598-505-7. Required.

#### Course Competencies

##### 1. Examine marketing used in HM.

###### Assessment Strategies

- 1.1. Written Product
- 1.2. Reflection

###### Criteria

*You will know you are successful when:*

- 1.1. You define marketing in your own words.
- 1.2. You explain why marketing is important to a business.
- 1.3. You compare ethical and unethical practices in marketing for a business.
- 1.4. You describe how a business markets its sustainability efforts to support its brand.
- 1.5. You explain how marketing strategies differ for a domestic audience vs an international audience.

###### Learning Objectives

- 1.a. Define marketing.
- 1.b. Examine the role of marketing in a business.
- 1.c. Explore global marketing.
- 1.d. Analyze marketing trends in HM.
- 1.e. Investigate how a business markets their sustainability efforts.
- 1.f. Explore ethical implications of marketing.

##### 2. Explore promotions and branding.

### **Assessment Strategies**

- 2.1. Written Product
- 2.2. Reflection

### **Criteria**

*You will know you are successful when:*

- 2.1. You define branding in the HM industry
- 2.2. You identify components of the promotional mix.
- 2.3. You determine different types of media used by consumers.
- 2.4. You explain the purpose of a promotional strategy.
- 2.5. You interpret the branding message of the product.

### **Learning Objectives**

- 2.a. Define the purpose of promotions and branding.
- 2.b. Examine components of the promotional mix – personal selling, public relations, print media, social media, rebates, and advertising.
- 2.c. Explore promotional strategies.
- 2.d. Explore the components of branding.
- 2.e. Investigate the importance of branding as it relates to the consumer/customer experience.

## **3. Explore the selling process.**

### **Assessment Strategies**

- 3.1. Written Product
- 3.2. Reflection

### **Criteria**

*You will know you are successful when:*

- 3.1. you identify 4 factors in promoting a product or service.
- 3.2. you chart the steps in the relationship selling model.
- 3.3. you identify types of buyer objections and plan to address them.
- 3.4. you determine how to maintain the relationship if no proposed option meets their needs

### **Learning Objectives**

- 3.a. Explain the importance of trust in the selling process.
- 3.b. Identify factors that affect promoting a product or service.
- 3.c. Examine relationship selling.
- 3.d. List the key attributes of relationship selling
- 3.e. Compare and contrast the relationship selling model vs. the traditional model

## **4. Examine digital marketing strategies.**

### **Assessment Strategies**

- 4.1. Written Product
- 4.2. Reflection

### **Criteria**

*You will know you are successful when:*

- 4.1. You describe digital marketing tools and how a business might best use them.
- 4.2. You identify HM businesses currently using various digital marketing tools and summarize how they are using the tools.
- 4.3. You suggest how a local HM business could use trend analysis to identify the most effective use of digital marketing.

### **Learning Objectives**

- 4.a. Define digital marketing
- 4.b. Explore trends in digital marketing – social media, apps, mobile marketing.
- 4.c. Examine the importance of using the internet/e-commerce to meet marketing objectives of a business.

## **5. Identify ethical selling techniques**

### **Assessment Strategies**

- 5.1. Written Product
- 5.2. Reflection

#### **Criteria**

*You will know you are successful when*

- 5.1. you discuss what honesty and integrity look like in a transaction.
- 5.2. you identify interactions that demonstrate honesty and integrity.
- 5.3. you provide an accurate description of your products/ services.
- 5.4. you explain how to honor buyer concerns, even if it is counter to making a sale.

#### **Learning Objectives**

- 5.a. Investigate ethical selling practices.
- 5.b. Identify examples of when ethical selling standards have been practiced
- 5.c. Explain the effects of ethics regarding the relationship selling model

### **6. Explain the psychology of seller and buyer behavior**

#### **Assessment Strategies**

- 6.1. Written Product
- 6.2. Reflection

#### **Criteria**

*You will know you are successful when*

- 6.1. you determine the different psychological factors associated with buying a product or service.
- 6.2. you determine the different types of buyers and their motives.
- 6.3. you differentiate between motives for buying products or services
- 6.4. you discuss influencers for different types of purchases
- 6.5. you explain the impact of different influencers on the buying process

#### **Learning Objectives**

- 6.a. Identify the steps in the consumer decision making cycle
- 6.b. Describe the various theories of buyer motivation
- 6.c. Discuss the decision-making process customers use when buying products or services
- 6.d. Describe the different purchase classifications and how they impact shopping behavior

### **7. Examine pricing strategies to maximize sales and profitability.**

#### **Assessment Strategies**

- 7.1. Written Product
- 7.2. Reflection

#### **Criteria**

*You will know you are successful when:*

- 7.1. you identify pricing strategies.
- 7.2. you justify the pricing strategy used for a product or service.
- 7.3. you calculate menu prices.

#### **Learning Objectives**

- 7.a. Describe the purpose of pricing strategies.
- 7.b. Research how prices are set for the different segments within HM.
- 7.c. Investigate various pricing strategies based on business objectives.
- 7.d. Consider a pricing strategy to meet desired profit.
- 7.e. Describe the effect of customer perception on pricing.
- 7.f. Calculate prices for a select menu using a pricing strategy.

### **8. Examine menus as a merchandising tool.**

#### **Assessment Strategies**

- 8.1. Written Product
- 8.2. Reflection
- 8.3. Create a menu.

#### **Criteria**

*You will know you are successful when*

- 8.1. you demonstrate the principles of menu layout and design.
- 8.2. you illustrate how menu layout can influence purchases.
- 8.3. you explain how pricing psychology can influence customer purchases.

**Learning Objectives**

- 8.a. Define merchandising.
- 8.b. Explore the principles of menu layout and design as a merchandising tool.
- 8.c. Explain how the menu promotes select items to the customer.
- 8.d. Explain how pricing psychology and menu layout go hand in hand to influence customer purchases.

**9. Create a marketing plan for an HM-related operation**

**Assessment Strategies**

- 9.1. Marketing Plan Proposal
- 9.2. Presentation

**Criteria**

*You will know you are successful when*

- 9.1. you develop a marketing plan that meets the needs of your business partner.
- 9.2. you include the appropriate components of the promotional mix for this plan.
- 9.3. you use proper format and sourcing requirements.
- 9.4. you justify how the plan supports the business objectives.
- 9.5. you present your proposal to your business partner.

**Learning Objectives**

- 9.a. Select a local or small business to partner with.
- 9.b. Develop a marketing plan that meets the overall business objectives.
- 9.c. Research possible components of the promotional mix for the plan.