



Western Technical College

10109125 Hospitality Sales and Promotions

Course Outcome Summary

Course Information

Description	Students will explore sales, marketing and promotion in the hospitality industry. A variety of techniques to attract and retain customers will be examined. The student will also be introduced to product and service merchandising.
Career Cluster	Hospitality and Tourism
Instructional Level	Associate Degree Courses
Total Credits	3
Total Hours	54

Pre/Corequisites

Prerequisite 10109101 Principles of Hospitality Management

Textbooks

On Air: Insider Secrets to Attract the Media and Get Free Publicity. Copyright 2016. Cravy, Katrina. Publisher: Henschel HAUS Publishing, Inc. **ISBN-13:** 978-1-09-015127-8. Required.

Success Abilities

1. Cultivate Passion: Enhance Personal Connections
2. Cultivate Passion: Increase Self-Awareness
3. Live Responsibly: Develop Resilience
4. Refine Professionalism: Act Ethically
5. Refine Professionalism: Improve Critical Thinking
6. Refine Professionalism: Participate Collaboratively
7. Refine Professionalism: Practice Effective Communication

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.