

Appendix T

HOSPITALITY, LODGING, AND TOURISM YOUTH APPRENTICESHIP

MARKETING AND SALES II UNIT 12

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

1. Survey customer, employee, and competitor perceptions of product/service

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Obtain feedback and data from previous, current and potential customers
- Read trade publications to keep abreast of standards and trends

Learning Objectives

- Describe the purpose of marketing research
- Explain why market evaluation is important
- Identify methods of conducting marketing research
- Discuss trends and limitations in marketing research
- Define qualitative marketing research
- List types of qualitative marketing research
- Compare advantages & disadvantages of qualitative marketing research
- Identify reasons customers would be interested in your hospitality & tourism product/service
- Generalize the effects that supply and demand have on the hospitality and tourism industry

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

2. Identify and quantify the need for your product/service in the marketplace

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Compare your product/service to similar ones
- Identify unique aspects of your product/service
- Compare demand and cost considerations for product/service delivery
- List selling points specific to the services at your company
- List the groups or demographics of the groups to be targeted

Learning Objectives

- Explain the components of a marketing plan
- Discuss barriers to marketing planning
- Explain the importance of a marketing plan for a hospitality, lodging, and tourism facility
- Describe the use of market segmentation to design marketing plans
- Define factors related to customer purchasing behaviors
- Explain how market trends, growth, market size, market share, & market competition are analyzed to determine need
- Explain how market segment, market target, market forecast and market position are determined
- Define direct & indirect competition
- List key trends affecting the hospitality industry

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

3. Research target demographics

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Study demographic reports
- List common customer preferences and limitations related to the product/service
- Determine a market segment for a particular product/service

Learning Objectives

- Explain the objectives of defining a demographic profile
- List the four types of marketing demographics
- Discuss the drawbacks of demographic profiling
- Define market segment
- Give examples of how culture is relevant to the hospitality and tourism industry
- Articulate the relevance of geography to hospitality and tourism including natural resources, climate, landforms and time zones
- Apply the concepts of weather and climate to hospitality situations
- Name sub-sector determinants related to demographics and psychographics

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

4. Research the objectives and needs of target customers

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Study the objectives, policies and needs of target customers
- Analyze details of targeted customers to assess their growth potential
- Study consumer preference reports to create a desirable experience & attitude
- Cooperate with advertising teams, sales managers, and designers, to plan advertising strategies that will entice people to purchase service

Learning Objectives

- Identify key information to aid in targeting or modifying products for your audience
- Describe the potential individual, group, cultural, and situational factors that influence a consumer's decision to buy
- Research discretionary factors that influence hospitality & tourism decisions to create customer options
- Identify key information to aid in targeting or modifying products for your audience
- Identify economic, social, and health/safety factors influencing travel decisions

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

5. Prepare a list of prospective customers

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Obtain referrals from previous customers
- Prepare a list of prospective customers
- Identify sources for prospective customers

Learning Objectives

- Describe how a target market defines a prospective customer list
- List sources of customer potential customer information
- Describe various methods to introduce a product/service to prospective customers
- Explain ways to turn a prospective customer into a regular or repeat customer

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

6. Research places to sell services

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Define locations for target market appeal
- Cooperate with advertising teams, sales managers, and designers, to plan advertising strategies that will entice people to purchase service

Learning Objectives

- Describe the factors to consider when finding locations for selling or placing a product/service
- Compare/contrast different marketing packets/materials
- Detail types of marketing materials for your facility
- Describe how to identify new advertising markets and how to serve them
- Explain the use of the sale presentation
- Describe collaboration with other entities to provide an inclusive product or service

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

7. Assist to forecast sales using sales history, popularity indices, and production sheets

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Study reports that project how much of this specific service will be sold within a certain period of time
- Forecast sales using sales history, popularity indices, and production sheets

Learning Objectives

- Explain the purpose of the sales history, popularity index & production sheet
- Explain how to analyze and evaluate sales histories, popularity indices, and production sheets Review examples of sales histories, popularity indices and production sheets
- Explain how to forecast sales using marketing information
- Define quantitative marketing research
- List types of quantitative marketing research
- Compare advantages & disadvantages of quantitative marketing research

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

8. Assist to test different ways to present a specific product/service

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Test different ways of presenting this specific product/service to find their most 'easy-to-sell' form
- Suggest strategies for capturing a larger market share
- Suggest methods to convince customers to return and refer others to the facility
- Develop relationships with target organizations to develop strategies that will promote your services
- Assist with promotions
- Consult with staff to arrange promotional campaigns

Learning Objectives

- Describe how to highlight key hospitality & tourism product/service features
- Explain the hospitality product as the key element in the marketing mix
- Differentiate among product, product item, product line, product mix and product bundling as they apply to the hospitality industry
- Describe factors used to position hospitality services
- Analyze common product mix decisions that marketers make
- Describe the ways to incorporate a loyalty program into the marketing plan
- List ways to entice the customer to return
- Detail ways to set-up a marketing partnership
- Describe the process to create a tourism experience package with other businesses
- List methods used to test a specific product/service

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

9. Assist to develop a new/revised marketing strategy for a specific product/service

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Collect marketing information from customers
- Collect marketing information from other sources such as staff, vendors, Internet, competitors
- Compare demand and cost considerations for product delivery
- Construct a sample pricing policy
- Compare product features and pricing of services offered at other like facilities
- Develop a new or unique strategy for a specific product/service

Learning Objectives

- Explain the nature and scope of the pricing function
- Explain the business ethics in pricing
- Discuss the legal considerations for pricing
- List factors affecting pricing
- Compare and contrast pricing policies such as penetration, skimming, and neutral pricing
- List methods to announce a new service to the public
- List ways to communicate a new service to current customers

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

10. Research customer satisfaction, market size & growth, buying cycles to evaluate marketing

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Examine applicable market and sales reports
- Note trends, patterns and changes
- Report to management any noted findings

Learning Objectives

- Explain why market evaluation is important
- Define market size and buying cycles
- Describe different methods for determining customer satisfaction
- List the information and reports needed to determine customer satisfaction, market size & growth, and buying cycles
- Discuss common trends and patterns in satisfaction, market size & buying cycles as they relate to the hospitality industry

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

11. Assist to audit services to ensure service is as described and advertised

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Develop audit tool in order to evaluate an advertised service
- Use tool to inspect product or service
- Compare audit findings to advertised claims
- Report discrepancies to management

Learning Objectives

- List key elements to inspect when auditing a product or service
- Compare and contrast different methods for evaluating/auditing a product/service

Comments:

Unit 12: ALL Pathways

Marketing and Sales II Unit

Competency

12. Assist to evaluate customer complaints regarding services, products, or personnel

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Obtain customer complaint information
- Record pertinent factual information regarding complaint
- Investigate potential causes of complaint
- Determine action to be taken with worksite professional
- Document action taken
- Monitor corrective action for future recurrences

Learning Objectives

- Explain the importance of follow up after customer complaints
- Evaluate service reputation
- List common steps to follow when determining the cause of a complaint
- Discuss the use complaint information in making product or service improvement

Comments: