

Sales & Marketing Lesson Outline

Goal	Provide the learner with an understanding of the Marketing and Sales process for hospitality, using Marriott as an example.
Objectives	At the end of this lesson the student will be able to: <ul style="list-style-type: none"> • Describe the marketing and sales process • Identify strategies used in sales and marketing
Length	2 hours
Content outline	<ul style="list-style-type: none"> ➤ Getting to know the market ➤ The marketing process ➤ Marriott strategy ➤ 3 key strategies ➤ Segment analysis and strategy development ➤ Sales support ➤ Segment specific value added ➤ Targeted segments ➤ Sales & Marketing Activities: Websites/Sales Efforts ➤ Development of measurement and evaluation tools ➤ Evaluating Sales & Marketing Department: PACE report ➤ Evaluating Sales & Marketing Department: STAR report
Learning Activities	<ol style="list-style-type: none"> 1. Explain the 3 key strategies for sales and marketing. 2. Research the strategies used by hospitality corporations in their sales and marketing. 3. Review market competition 4. Competitive analysis of competitor 5. Competitive analysis of own hotel
Evaluation Strategy	The learner's mastery of this content can be evaluated through quizzes and the research activity.