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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Hospitality Services |
| **Lesson/Unit Title** | Marketing Techniques for the Hospitality Industry |
| **TEKS Student Expectations** | **130.260. Knowledge and Skills.**  (1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:  (A) apply advanced reading, writing, and mathematical skills necessary in the hospitality industry; and  (B) understand and develop marketing techniques.  (2) The student uses communication skills in the creation, expression, and interpretation of information and ideas. The student is expected to:  (D) exhibit public relations skills.  (7) The student applies marketing strategies independently and in teams. The student is expected to:  (A) select and assemble effective marketing strategies; and  (B) develop promotional packages. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Identify marketing techniques businesses use to entice customers * Analyze the small business association’s online training course for marketing * Calculate profits using marketing strategies * Design and create a promotional package for a hospitality business |
| **Rationale** | The hospitality industry’s main product is service. Marketing service to customers requires a market research and focusing on a target market to begin developing a marketing plan and understanding the 4P’s of marketing – product, place, price, and promotion. Let’s find out how important marketing is to the industry and how it will assist us in our careers. |
| **Duration of Lesson** | Four 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Advertising:** A paid form of promotion that persuades and informs the public about what a business has to offer  **Market research:** The action or activity of gathering information about consumers’ needs and preferences  **Marketing:** The action or business of promoting and selling products or services, including market research and advertising  **Marketing mix:** The combination of decisions made about product, price, place, and promotion; also called the four P’s of marketing  **Marketing strategy:** The goal of increasing sales and achieving a sustainable competitive advantage  **Place:** Plays a fundamental role in the marketing mix of a product or service as it outlines the how and where a company will place its products and services in an attempt to gain market share and consumer purchases  **Product:** Anything that can be offered to a market that might satisfy a want or need of a consumer  **Promotion:** The advancement of a product, idea, or point of view through publicity and/or advertising  **Sales promotion:** Is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives) |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for multimedia presentation * Computers with internet access (be sure to follow district guidelines) * Headphones * Light projector (Elmo)   **Materials:**   * Promotional items (with hospitality logo)   + Aprons   + Caps   + Cups   + Key chains   + Magnets   + Mugs   + Pencils and pens   **Supplies:**   * Calculators * Dry erase markers * Copies of handouts   **PowerPoint:**   * Marketing Techniques for the Hospitality Industry   **Technology:**   * Free iPad App:   + Marketing 101: What is Marketing Learn from marketing experts how to get the boost your brand needs. <https://itunes.apple.com/us/app/marketing-101-what-is-marketing/id513965773?mt=8> * Infographics:   + Marketing: Data Analysis vs. Creative Marketing Technology has transformed marketing into an accountable, data-driven department, capable of testing, measuring, and optimizing campaigns to perfection.<http://www.dailyinfographic.com/marketing-data-analysis-vs-creative-marketing>   **Graphic Organizers:**   * The Marketing Mix * The Marketing Mix (Key)   **Handouts:**   * Hospitality Promotional Package * Managing Profits Using Marketing Strategies * Managing Profits Using Marketing Strategies (Key) * Marketing Techniques * Marketing Techniques (Example) * Rubric for Hospitality Promotional Package |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | Before class begins:  Become familiar with the Small Business Administration’s Learning Center that provides a 30-minute online course in Marketing. This course will provide students with a certificate they will be able to add to their portfolio.   * Marketing 101: A Guide to Winning Customers  This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.<https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers>   Divide the class into subgroups of three or four students.  Distribute the handout Marketing Techniques to each group and instruct the groups to brainstorm words the industry has used to entice them to visit their business by completing the acrostic using the letters of MARKETING at the beginning, in the middle or at the end. If instruction clarification is needed, model the activity process with one of the letters. Check for understanding.  A teacher resource Marketing Techniques (Example) is included to assist students as they collaborate with each other.  Ask students the following questions:   * Have any of the techniques enticed you to visit the business? * Do these marketing techniques work? * What other techniques could be used to market hospitality?   The acrostic will be revisited in the Lesson Closure. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Select and distribute a handout or graphic organizer such as the Ladder of Information or Keys to Information from the Instructional Strategies drop down menu in Classroom Essentials or instruct students to take notes in their journal books or on their own paper.  Distribute the graphic organizer The Marketing Mix and instruct the students to complete each section with the correct responses from the slide presentation.  Introduce the PowerPoint Marketing Techniques for the Hospitality Industry. Students will be expected to take notes while viewing the slide presentation. Allow time for classroom discussion.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * checking for understanding * providing a printed copy of slide presentation |
| **Guided Practice \*** | Direct students to the computers and instruct them to log on to the Small Business Association’s website and the Learning Center for the online training. They will need headphones to complete the self-paced course that will provide them with a certificate of completion at the end. Students will be able to add this certificate to their portfolio.   * Marketing 101: A Guide to Winning Customers  This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.<https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers>   Distribute the handout Managing Profits Using Marketing Strategies and instruct the students to read the word problems carefully and calculate the profits.  Explain that hospitality businesses use marketing strategies to increase their revenue.  Ask a volunteer to calculate the first problem on the board. Other students may assist. Continue with the remaining problems.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * providing a text-based accessible version of online course * checking for understanding |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two or three students.  Read the following scenario:  You are part of a marketing team and employed in a hospitality business. The manager would like for your team to come up with new marketing techniques for the business. What will your team do?  Distribute the handout Hospitality Promotional Package and instruct the teams to select a promotional material of their choice to create a package for the hospitality business.  Remind them to keep costs to a minimum and use recycled items when possible.  Distribute the Rubric for Hospitality Promotional Package so that students will know what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage creativity * praise participation |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Review the Marketing Techniques acrostic from the Anticipatory Set.  Ask students the following questions:   * Can you come up with any new marketing techniques that are not on the list? * Which marketing techniques draw you in to the hospitality business? * Do you believe the marketing techniques will actually improve profits for the businesses? How? |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * providing guided participation * extra time for oral response |
| **References/Resources/**  **Teacher Preparation** | **Textbook:**   * Reynolds, J. S. (2010). *Hospitality services: Food & lodging.* Tinley Park. IL: Goodheart-Willcox Company.   **Website:**   * Small Business Administration Learning Center Online Training Marketing 101: A Guide to Winning Customers  This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.<https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Draw visual representations of terms on word wall * Add terms and definitions to personal dictionary |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Other articles pertaining to this lesson that students may read include:   * Marketing for Hospitality & Tourism Hospitality and tourism stand out as businesses that require indirect marketing. Each practice has its individual traits and characteristics that require attention but also share many commonalities.<http://www.ehow.com/facts_5760520_marketing-hospitality-tourism.html> * Sales Techniques in Hospitality Marketing The hospitality market can be an enjoyable career, but due to seasonal fluctuations and economic issues, consistently marketing and selling your facility can be challenging.<http://www.ehow.com/list_7336543_sales-techniques-hospitality-marketing.html> * Service Characteristics of Hospitality & Tourism Marketing  The hospitality and tourism industry is a service industry. Marketing techniques are used to lure people to near, far, exotic, and traditional destinations; marketing strategies are designed to connect and resonate —- and spur action. Common methods used include focusing on resort amenities, personal service, add-on destinations and local area attractions.<http://www.ehow.com/info_8591271_service-characteristics-hospitality-tourism-marketing.html>   **Reading Strategy**   * Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scrap paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | Often in companies, you’ll see tensions between sales and marketing. Sales people will want to give discounts to clients because they often get paid a commission based on how much they sell. So, they’re always pushing to give discounts because that will increase sales. Marketing, however, is judged by overall profitability. **-Charles Duhigg**  My background was computer science and business school, so eventually I worked my way up where I was running product groups – development, testing, marketing, user education. **-Melinda Gates**  My favorite days are the ones where I deal only with my own team, design, marketing, working on the next accessories collection. **-Diane von Furstenberg**  Many large brands are now just marketing machines for what’s being made offshore. **-Chad Hurley** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * I like receiving samples from businesses because … * A great promotional package that I have received is … because … * I receive coupons for businesses I visit from (emails, mobile apps, newspapers) and I … * I do/do not frequent businesses with loyalty cards because …   **Writing Strategy:**   * RAFT (Role/Audience/Format/Topic) writing strategy:   + Role – marketing director   + Audience – hospitality business   + Format – letter   + Topic – marketing techniques   Write a letter to the owner of the hospitality business detailing marketing techniques that you can provide that will maximize the business’ profits. |
| **Communication**  **90 Second Speech Topics** | * Three things about marketing techniques that I have learned are … * The 4 P’s of marketing are important because … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Now that students are familiar with a market plan, introduce a business plan and allow students to study each component.  **Infographic:**  Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.  The infographic below is related to this lesson. Allow students to view the image on a projector and lead a discussion concerning the information provided.   * Marketing: Data Analysis vs. Creative Marketing Technology has transformed marketing into an accountable, data-driven department, capable of testing, measuring, and optimizing campaigns to perfection.<http://www.dailyinfographic.com/marketing-data-analysis-vs-creative-marketing> |
| **CTSO connection(s)** | **Family, Career, and Community Leaders of America**  <http://www.fcclainc.org>   * Entrepreneurship An individual or team event – recognizes participants who develop a plan for a small business using Family and Consumer Sciences skills and sound business practices. The business must relate to an area of Family and Consumer Sciences education or related occupations. * Hospitality, Tourism, and Recreation An individual or team event, recognizes participants who demonstrate their knowledge of the hospitality, tourism, and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism, or event coordination.   **SkillsUSA**  <http://skillsusa.org/>   * Advertising Design Tests technical skills and creative aptitude just as though contestants worked for an ad agency. In addition to a written test, competitors will re-create a given advertisement on the computer. Competitors are judged on their accuracy, proficiency with industry standard software and ability to meet the given deadline. Contestants also compete in a creative portion of the competition. The creative portion involves the application of creative thinking and development of a design problem. Layout, drawing and illustration skills are used, as well as their ability to create vibrant, effective designs using the computer |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson. [www.ysa.org](http://www.ysa.org)   * Possible ideas: Students may volunteer their technology skills to assist members of their community in preparing a marketing plan for their businesses. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)