

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 9-12 CTE/**Unit 9** Hospitality Sales and Marketing

Course Code: 096806

### **COURSE INTRODUCTION:**

This course introduces students to one of the world's largest and fastest growing industries- the hospitality and tourism industry. Content includes information about the numerous segments of the hospitality industry, the many different areas of career opportunities and career paths. The interrelated nature of hospitality, travel and tourism are explored. Students are introduced to the different segments of the industry such as lodging and cruising, food and beverage service and management, club management, attractions and recreation, and assemblies and event management. It is the foundational course for advanced study in marketing, hospitality, culinary or tourism.

### **Course Rationale:**

To introduce students to the many different opportunities available in the hospitality and tourism industry students will need to develop performance competencies that will enable them to:

- a) construct meaning pertinent to various career paths and opportunities in the industry;
- b) communicate effectively with industry professionals, customers and fellow workers;
- c) solve problems based upon the needs of the customer;
- d) make ethical decisions; and
- e) assess the impact hospitality plays in society.

### **Guiding Principles:**

Integrating *Processes of Thinking, Communication, Leadership, and Management* in Order to Apply Hospitality and Tourism Knowledge And Skills.

1. Demonstrate components of critical thinking, creative thinking, and reasoning.
2. Evaluate effective communication processes in school, family, career, and community settings.
3. Demonstrate leadership that encourages participation and respect for the ideas, perspectives, and contributions of group members through FCCLA, DECA, SkillsUSA.
4. Apply management, decision-making, and problem solving processes to accomplish tasks and fulfill responsibilities.
5. Examine the interrelationships among thinking, communication, leadership, and management processes to address family, community, and workplace issues.
6. Demonstrate fundamentals for college and career success (e.g., strong work ethic, time-management, positive attitude, adaptability/flexibility, stress resilience, accountability, self-discipline, resourcefulness, cooperation, self-assessment).

### **Course Essential Questions:**

1. What is the scope of the hospitality and tourism industry?
2. How does tourism play a foundational role in the various functions hospitality companies perform?
3. How do current events and trends impact the hospitality industry?

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<p><b>UNIT DESCRIPTION:</b> Unit 9 - HOSPITALITY SALES &amp; MARKETING</p> <p>Students will define sales and marketing in the hospitality industry. Students will identify the various sales and marketing methods. Students will explore character traits needed to be successful in this aspect of the industry.</p>		<p><b>SUGGESTED UNIT TIMELINE:</b> Approximately 2 days</p> <p><b>CLASS PERIOD (min.):</b> 1 hour/day ( 120 total minutes)</p>				
<p><b>ESSENTIAL QUESTIONS:</b></p> <ol style="list-style-type: none"> <li>1. What is a sale?</li> <li>2. What is marketing?</li> </ol>						
<p><b>ESSENTIAL MEASURABLE LEARNING OBJECTIVES</b></p>		<p align="center"><b>CROSSWALK TO STANDARDS</b></p>				
		<p align="center"><b>CCTC.HT</b></p>		<p align="center"><b>CCSS ELA Grade Level</b></p>	<p align="center"><b>NSFCSE</b></p>	<p align="center"><b>DOK</b></p>
<p>1. Define Sales and Marketing.</p>				<p>L.9-10.6 RST.9-10.1 RST.11-12.1 RST.9-10.4 RST.11-12.4 RL.9-10.4 RL.11-12.4 RI.9-10.1 RI.11-12.1</p>		<p>1</p>
<p>2. Identify the various types of sales and marketing efforts used in the industry, to include inside sales, outside sales, advertising, public relations, and technology.</p>		<p>CCTC.HT.1 CCTC.HT.REC.7 CCTC.HT.REC.9 CCTC.HT.REC.10</p>		<p>RST.9-10.2 RST.9-10.5 RST.11-12.2 RST.9-10.7</p>	<p>10.4.8 10.6.5 10.6.6</p>	<p>1</p>

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		CCTC.HT.RFB.5 CCTC.HT.TT.10 CCTC.HT.TT.11		RST.11-12.7 WHST.9-10.2.a  WHST.9-10.6 WHST.11-12.6 WHST.9-10.7 WHST.11-12.7		
3. Recognize the character traits necessary to be successful in sales and marketing.		CCTC.HT.3 CCTC.HT.RFB.4 CCTC.HT.RFB.9 CCTC.HT.RFB.10		RI.9-10.1 SL.9-10.1.a SL.9-10.1.b SL.9-10.1.c SL.9-10.1.d SL.11-12.1.a SL.11-12.1.b SL.11-12.1.c SL.11-12.1.d L.9-10.1 L.11-12.1 L.9-10.2 L.11-12.2 L.9-10.3 L.11-12.3 L.9-10.4 L.11-12.4 L.9-10.5 L.11-12.5 L.9-10.6 L.11-12.6	10.1.3 10.4.1 10.4.3 10.4.7	1
4. Describe the socioeconomic impact of tourism.		CCTC.HT.2 CCTC.HT.TT.8 CCTC.HT.TT.11		SL.9-10.1.a SL.9-10.1.b SL.9-10.1.c SL.9-10.4 WHST.9-10.8	10.1.4 10.3.4 10.3.5 10.4.8	1

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				WHST.11-12.8	
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p><b>FORMATIVE ASSESSMENT_ Sales and Marketing Role Play - Class Presentation.</b></p> <p><b>FORMATIVE ASSESSMENT_ Sales and Marketing Role Play Scoring Guide</b></p> <p>Students will apply the knowledge of hospitality sales and marketing in a class presentation. The students will identify a product, apply marketing techniques to market the product, apply sales techniques to sell the product, and calculate the results of success.</p> <p><b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)</b></p>					
Obj.#	INSTRUCTIONAL STRATEGIES: (Teacher Methods)				
1	1. Instructional Strategy 1_ Instructor will present a class lecture and instruction over Instruction Strategy 1_Sales and Marketing PowerPoint presentation.				
2	2. Instructional Strategy 2_ Instructor will review the additional resources listed below with the students.				
3	3. Instructional Strategy 3_ Instructor will lead a review and discussion of the Instruction Strategy 1_Sales and Marketing PowerPoint presentation and additional resources.				
4	4. Instructional Strategy 4_ Formative Assessment - Instructor will give Formative Assessment_ Sales and Marketing Role Play - Students will apply the knowledge of hospitality sales and marketing in a class presentation. The students will identify a product, apply marketing techniques to market the product, apply sales techniques to sell the product, and calculate the results of success.				
Obj.#	INSTRUCTIONAL ACTIVITIES: (What Students Do)				
1	1. Instructional Activity 1_ Students will view Instruction Strategy 1_Sales and Marketing PowerPoint and take notes over Instruction Strategy 1_Sales and Marketing PowerPoint.				
2	2. Instructional Activity 2_ Students will view additional resources listed below.				

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3	3. Instructional Activity 3_ Through class discussion of Instruction Strategy 1_Sales and Marketing PowerPoint presentation and additional resources listed below, focusing on sales and marketing, various types of sales and marketing efforts used in the industry, character traits necessary to be a successful in sales and marketing, and socioeconomic impact of tourism.
4	4. Instructional Activity 4_ Formative Assessment - Students will complete FORMATIVE ASSESSMENT: Sales and Marketing Role Play - Students will apply the knowledge of hospitality sales and marketing in a class presentation. The students will identify a product, apply marketing techniques to market the product, apply sales techniques to sell the product, and calculate the results of success.
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><a href="http://www.youtube.com/watch?v=H_CGbGyQy_A">http://www.youtube.com/watch?v=H_CGbGyQy_A</a> - Sales and Marketing 101 (11/19/2012)</p> <p><a href="http://www.youtube.com/watch?v=a0o8FroifVo">http://www.youtube.com/watch?v=a0o8FroifVo</a> - Marketing 101 (11/19/2012)</p> <p><b>CCSS:</b>           <b>Common Core State Standards (CCSS)</b>, accessed May 17, 2013, from <a href="http://www.corestandards.org/">http://www.corestandards.org/</a></p> <p><b>CCTC:</b>           <b>Common Career Technical Core (CCTC)</b>, accessed May 17, 2013 from <a href="http://www.careertech.org/career-technical-education/cctc/info.html">http://www.careertech.org/career-technical-education/cctc/info.html</a> (for HT codes)</p> <p><b>NSFCSE:</b>       <b>National Standards for Family and Consumer Sciences Education:</b>, accessed May 30, 2013 from <a href="http://www.nasafacs.org/national-standards-home.html">http://www.nasafacs.org/national-standards-home.html</a></p>	