Introduction to Careers in Hospitality and Tourism

Unit 9 – Hospitality Sales and Marketing

**Formative Assessment**

**Formative Assessment – Sales and Marketing Role Play**

This assignment is worth a total of 60 points.

Step 1: Break the class into 2 to 4 groups of students.

Step 2: Ask the students to review the definitions of sales and marketing from their lecture notes taken from the PowerPoint presentation.

Step 3: Ask the students to review the character traits of a successful sales person from their lecture notes taken from the PowerPoint presentation and have them chose a salesperson within the group. The rest of the group members will serve as marketing representatives or “the marketing department”.

Step 4: To each group, distribute one of the following (or a picture of one of the following):

* A paper clip
* A stack of “sticky” notes or “post it” type notes
* A stapler with staples
* A pencil sharpener

Step 5: Ask the students to review the various types of sales and marketing efforts from their lecture notes taken from the PowerPoint presentation.

Step 6: Give the students 15 to 20 minutes to create a marketing effort to sell their item to one of the other groups.

Step 7: Assign each group’s salesperson to sell their item to another group. They should have approximately 3 minutes to do this.

Step 8: After approximately 3 minutes, ask the group being sold to (the buyer), to discuss if the sales effort was successful. (Would they purchase this item?)

Step 9: If yes, each member of the selling group has successfully completed the assignment.

If no, ask the selling group why they think their sales presentation was unsuccessful by asking the following questions:

* Did the buyers feel as though they needed your product?
* Why or why not?
* Did the buyers see value in your product?
* Why or why not?
* What do you think are two things that you could have done differently in your sales presentation and/or marketing effort to produce a successful outcome?

Step 10: Continue so that all groups have had a chance to act as the seller and the buyer.

Step 11: Upon completion of Step 10, have all students go back to form their original group.

Ask each group to respond to this statement:

* If your item is a successful sales item and it grows into a successful business, name at least one economic impact factor your item could have on your local community.