Introduction to Careers in Hospitality and Tourism

Unit 9 – Hospitality Sales and Marketing

**Formative Assessment – Key**

**Formative Assessment Grading Key – 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. (50 points to each group member)

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? *(10 points to each member)*
* Why or why not? *(10 points to each member)*
* Did the buyers see value in your product? *(10 points to each member)*
* Why or why not? *(10 points to each member)*
* 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? *(10 points to each member)*

*Answers may include using a different marketing effort mentioned in the PowerPoint presentation than what was used in the presentation or having a different character trait(s) as mentioned in the power point presentation than what was demonstrated in the presentation.*

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. *(10 points)*

*Answers could be any of the following:*

* *It could add to the number of jobs in the area*
* *It could add to the number of businesses in the community.*
* *It could increase the average income of the local resident.*
* *Other acceptable answers would be:* 
  + *Any mention of increasing revenue streams for the community or boosting the economy.*
  + *Any mention of increasing expenses (such as road/highway maintenance) in the*

*community.*