

East Penn School District  
Secondary Curriculum

A Planned Course Statement  
for  
**Hospitality and Tourism Marketing**

Course # 676

Grade(s) 9-12

Department: Computer & Business Applications

Length of Period (mins.) 42

Total Clock Hours: 63

Periods per Cycle: 6

Length of Course (yrs.) .5

Type of Offering: \_\_\_\_\_ required  elective

Credit: .5

Adopted: 6/8/09

Developed by:  
Jayne St. Mary

## Description of Course

### Course Title: Hospitality and Tourism Marketing

**Description:** A follow-up course to Principles of Marketing, this course will engage students more specifically in the area of Hospitality and Tourism Marketing. This course will introduce students to the hospitality and tourism industry, types of services, marketing strategies, and careers in this popular field.

#### Goals:

- Students will be able to
  - Understand the industry of hospitality and tourism
  - Understand product, service, and pricing decisions
  - Demonstrate knowledge of how to conduct marketing research
  - Create and gain knowledge about branding, imaging, and licensing
  - Understanding different promotion techniques
  - Prepare for careers in Hospitality and Tourism

#### Requirements:

- Prerequisite: Principles of Marketing

#### Text:

- Karen E. Silva, Debra M. Howard. Hospitality and Tourism Marketing. New York: Glencoe/McGraw-Hill, 2006.

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### Key to Levels of Achievement (Listed with each learning objective)

Awareness (A):	Students are introduced to concepts, forms, and patterns.
Learning (L):	Students are involved in a sequence of steps and practice activities which involved further development and allow evaluation of process.
Understanding (U):	Students demonstrate ability to apply acquired concepts and skills to individual assignments and projects on an independent level.
Reinforcement (R):	Students maintain and broaden understanding of concepts and skills to accomplish tasks at a greater level of sophistication.

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>I. Defining Hospitality and Tourism</b>	1	Students will: <ul style="list-style-type: none"> <li>Describe the Hospitality and Tourism Industries</li> <li>Identify the segments of the hospitality and tourism industries</li> </ul>	A	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA 13.3.11 F NBEA Marketing I, II, III, IV
	2	Students will: <ul style="list-style-type: none"> <li>Define service as a product</li> <li>Explain the importance of service to the hospitality and tourism industries</li> <li>Describe the origins of lodging and food service</li> <li>Identify trends in the hospitality and tourism industries</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA 6.1.12 C, D NBEA Marketing IV, V
<b>II. Economics and the Impact of Tourism</b>	3	Students will: <ul style="list-style-type: none"> <li>Explain the economic multiplier</li> <li>Define sustainable tourism</li> <li>Identify the different areas impacted by tourism</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA 6.1.12 C NBEA Marketing III
	4	Students will: <ul style="list-style-type: none"> <li>Explain the cyclical nature of travel</li> <li>Describe business and pleasure travel</li> <li>Explain different motives for travel</li> </ul>	A, L	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA 6.2.12 A,F NBEA Marketing II, III
<b>III. Types of Restaurants</b>	5	Students will: <ul style="list-style-type: none"> <li>Explain the difference between commercial and on-site food-service facilities</li> <li>Identify the various categories of the commercial food-service industry</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA 6.5.12 C NBEA Marketing I, V, VI

Unit	Num	Objective	Level	Content	Evaluation	Standard
	6	Students will: <ul style="list-style-type: none"> <li>Describe the types of restaurant businesses</li> <li>Explain front and back-of-the-house operations</li> <li>Identify ways restaurants can increase and measure profits</li> </ul>	A, L	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA6.5.12 D NBEA Marketing
<b>IV. The Hotel Business</b>	7	Students will: <ul style="list-style-type: none"> <li>Identify the types of hotel classifications</li> <li>Differentiate between business and leisure guests</li> <li>Explain the importance of yield management</li> </ul>	A, L	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA 6.5.12 D 2.2.11 A NBEA Entrepreneurship IV, V
	8	Students will: <ul style="list-style-type: none"> <li>Identify the front-office positions in the rooms division of a hotel</li> <li>Describe guest services in the hotel industry</li> <li>Identify the support-staff positions in the back of the house of a hotel</li> </ul>	A, L	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	NBEA Marketing III
<b>V. The Tourism Business</b>	9	Students will: <ul style="list-style-type: none"> <li>Identify factors that contribute to the growth of tourism</li> <li>Discuss the reasons why people travel</li> <li>Describe different types of tours</li> </ul>	A, L	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	PA 6.2.12 E NBEA Marketing II, III
	10	Students will: <ul style="list-style-type: none"> <li>Explain the importance of transportation providers</li> <li>Identify the different types of transportation</li> <li>Discuss the impact of the cruise industry</li> </ul>	A, L	<ul style="list-style-type: none"> <li>Classroom discussion</li> <li>Notes</li> <li>Textbook applications</li> <li>Vocabulary reinforcement</li> <li>Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>Tests/quizzes</li> <li>Homework</li> <li>Group/Individual projects</li> <li>Class participation</li> <li>Teacher observation</li> <li>Final exam</li> </ul>	NBEA Marketing III, V

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>VI. Designing Products</b>	11	Students will: <ul style="list-style-type: none"> <li>• Explain the difference between goods and services</li> <li>• Identify the levels of hospitality and tourism products</li> <li>• Describe the product mix</li> <li>• Explain the product life cycle</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 6.4.9 E NBEA Marketing IV, V
	12	Students will: <ul style="list-style-type: none"> <li>• Differentiate between customer satisfaction and customer loyalty</li> <li>• Identify factors that contribute to customer loyalty</li> <li>• Explain the importance of relationship marketing</li> </ul>	A, L	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing II
<b>VII. Pricing Products</b>	13	Students will: <ul style="list-style-type: none"> <li>• Explain the concept of price</li> <li>• Identify typical pricing strategies</li> <li>• Describe how hospitality and tourism businesses use discounting</li> <li>• Describe the concept of supply and demand</li> <li>• Explain elasticity of demand</li> <li>• Explain how the product life cycle affects price</li> </ul>	A, L, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 6.2.12 D, E, F NBEA Marketing II

Unit	Num	Objective	Level	Content	Evaluation	Standard
<b>VIII. Distribution</b>	14	Students will: <ul style="list-style-type: none"> <li>• Explain types of selling</li> <li>• List the steps of selling</li> <li>• Differentiate between features and benefits</li> <li>• Define channels of distribution</li> <li>• Identify indirect channels of distribution</li> <li>• Discuss the Internet channel of distribution</li> </ul>	A, L, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 6.2.9 A NBEA Marketing IV, V, VI
<b>XI. Promoting Hospitality and Tourism</b>	15	Students will: <ul style="list-style-type: none"> <li>• Explain the promotional mix</li> <li>• Identify the types of advertising media</li> <li>• Discuss how to create an advertising message</li> <li>• Identify methods used to determine an advertising budget</li> <li>• Explain the concept of public relations</li> <li>• Identify strategies used in sales promotion</li> </ul>	A, L, R	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	NBEA Marketing IV, V, VI
<b>X. Careers in Hospitality and Tourism</b>	16	Students will: <ul style="list-style-type: none"> <li>• Identify the advantages of working in the hospitality and tourism industries</li> <li>• Describe career segments in the hospitality and tourism industries</li> <li>• Identify possible career paths in the hospitality and tourism industry</li> <li>• Explain the advantages and disadvantages of owning a hospitality business</li> <li>• Identify the main types of educational resources</li> </ul>	A, L, U	<ul style="list-style-type: none"> <li>• Classroom discussion</li> <li>• Notes</li> <li>• Textbook applications</li> <li>• Vocabulary reinforcement</li> <li>• Technology integration</li> </ul>	<ul style="list-style-type: none"> <li>• Tests/quizzes</li> <li>• Homework</li> <li>• Group/Individual projects</li> <li>• Class participation</li> <li>• Teacher observation</li> <li>• Final exam</li> </ul>	PA 13.1.11 B, E, F, H NBEA Marketing I

# National Business Education *Marketing* Standards

by the National Business Education Association

MARKETING education introduces students to the processes and functions involved in transferring business products or services to a consumer. The study of marketing in grades K-14 can help students gain a clearer picture of how key business functions, such as accounting and finance, are directly related to marketing activities. In addition, taking marketing courses may inspire students to study marketing at a more advanced level, which can be a springboard for a challenging and lucrative career. As a major business function, marketing impacts the American economic system as well as the international economy. There are at least two major principles related to marketing that all students should understand:

- General marketing concepts are important to everyone since they impact individuals, business, and society.
- Even though marketing practices continue to change, the conceptual framework, which is built upon a consumer orientation, should not be noticeably altered.

Marketing exists within an environment of rapidly evolving technology, interdependent nations and their economies, increasing demands for ethical and social responsibility, and constant change. These themes are fully developed and integrated within the major elements of marketing presented in these standards.

## **I. Foundations of Marketing**

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

## **II. Consumers and Their Behavior**

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

- A. Characteristics of Consumer Behavior
- B. Segmentation and Target Markets

## **III. External Factors**

Achievement Standard: Analyze the influence of external factors on marketing.

- A. Government and Legal Regulations
- B. Ethical Issues
- C. Economic Issues
- D. Competitive Environment
- E. Stakeholders
- F. Culture
- G. Technology

**IV. The Marketing Mix**

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

A. Products and Services

1. Classification
2. New Product Development and Ideas
3. Packaging
4. Branding
5. Product Mix
6. Service Extensions
7. Product Life Cycle

B. Place

C. Price

1. Advertising
2. Sales Promotion
3. Public Relations and Publicity
4. Personal Selling

**V. Marketing Research**

Achievement Standard: Analyze the role of marketing research in decision making.

**VI. The Marketing Plan**

Achievement Standard: Describe the elements, design, and purposes of a marketing plan.