MARKETING FUNDAMENTALS
Course Syllabus

Course Number: TTC0116
OCAS Code: 8602
Course Length: 120 Hours
Career Cluster: Hospitality & Tourism, Marketing, Sales & Service
Career Pathway: Recreation Amusements & Attractions, Travel & Tourism, Lodging, Management & Entrepreneurship
Career Major(s): Destination Meetings and Event Management Assistant, Lodging Manager, Business Management/Entrepreneurship

Pre-requisite(s): Recommended: Intro to Business and Marketing Employment Essentials Business and Computer Tech OR Fundamentals of Technology (or) Customer Service

Course Description: This is a course of study in the basic marketing concepts and foundations with an emphasis on the application of technology to perform marketing duties/tasks and software applications including the use of word processing, databases, spreadsheets, and graphics. Course content includes topics related to human relations, math, communication, economics, selling, promotion, risk management, distribution, and marketing trends. Students learn office and job safety, competencies required to secure and hold jobs. Students will develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.

Textbooks:

Course Objectives:

A. **Explore Fundamental Business, Management, and Entrepreneurial Concepts That Affect Business Decision Making.**
   1. Explain the nature of business activities.
   2. Explain marketing concept.
   3. Identify components of the marketing mix.
   4. Describe market identification and segmentation.
   5. Explain the relationship of marketing to business and the economy.
   6. Explain the concepts of production and operations and create flowchart.
   7. Explain the purposes of accounting.
   8. Identify marketing functions and their importance.

B. **Explore Concepts, Strategies, and Systems Needed to Interact Effectively with Others.**
1. Identify and practice effective interpersonal and team-building skills.¹
2. Identify the impact and value of diversity in a marketing environment.¹
3. Address people properly.¹
4. Demonstrate active listening skills.¹
5. Demonstrate appropriate techniques for professional telephone calls.¹
6. Create various types of basic business communication.¹
7. Use telecommunications to conduct business with customers, vendors and co-workers.¹
8. Demonstrate effective strategies to give and follow written and oral directions.¹
9. Respond to customers and co-workers.¹
10. Translate technical language into commonly understood language.¹
11. Interpret company policies to customers.¹
12. Communicate suggestions to supervisors.¹

C. Explore the Economic Principles and Concepts Fundamental to Marketing.¹
1. Explain the concept of economic resources.¹
2. Identify factors affecting a business's profit.¹
3. Identify elements of internal competition.¹
4. Identify elements of external competition.¹
5. Explain the concept of productivity.¹
6. Describe the different forms of competition in the marketplace.¹
7. Interpret the impact of supply and demand on price.¹

D. Explore Concepts and Strategies Needed for Career Exploration, Development, and Growth.¹
1. Participate in leadership and career development activities.¹
2. Identify personal goals.¹
3. Research career opportunities in the field of marketing and business.¹
4. Develop a customized plan of study to achieve career goals.¹
5. Identify the value of professional associations.¹
6. Search the Internet to identify the purposes and goals of the student organization.¹
7. Enhance leadership skills and career development strategies through participation in the student organization.¹

E. Explore the Concepts and Processes Needed to Move, Store, Locate, and/or Transfer Ownership of Goods and Services.¹
1. Explain distribution activities of channel members.¹
2. Explain the importance of making place/location decisions.¹
3. Trace the channels of distribution for selected products.¹
4. Describe computerized inventory control systems.¹

F. Explore the Financial Concepts Used in Making Business Decisions.¹
1. Explain the nature, scope, and sources of financing.¹
2. Identify the types and purposes of credit.¹
3. Explain the difference between simple and compound interest.¹

G. Explore the Concepts, Systems, and Tools Needed to Gather, Access, Synthesize, Evaluate, and Disseminate Information for Use in Making Business Decisions.¹
1. Identify the role of marketing information management.¹
2. Research techniques involved in gathering information and making decisions.¹
3. Identify the process of gathering and analyzing data.¹
4. Identify benefits and limitations of marketing research.¹
H. Explore Concepts and Strategies Utilized in Determining and Adjusting Prices to Maximize Return and Meet Customers Perceptions of Value.
1. Explain the nature and scope of pricing.
2. Compare and contrast pricing policies.
3. Describe the purpose of pricing objectives.
4. Calculate discounting formulas used in pricing.

I. Explore the Concepts and Processes Needed to Obtain, Develop, Maintain, and Improve a Product or Service Mix in Response to Market Opportunities.
1. Explore the role of product/service planning in marketing.
2. Describe types of product mix strategies.
3. Describe stages of a product life cycle.
4. Describe factors affecting product/service planning.
5. Describe the importance of branding/positioning in marketing.
6. Identify the impact and value of brand development.

J. Explore the Concepts and Strategies Needed to Communicate Information About Products, Services, Images, and/or Ideas to Achieve a Desired Outcome.
1. Examine the concept of promotional mix.
2. Compare the benefits of various types of promotional media.
3. Prepare print advertisement following standard industry practices.
4. Examine the purposes of promotion.
5. Describe the types of promotion and the purpose of each.
6. Explain the role of public relations in marketing.
7. Describe the importance of creating promotional objectives.
8. Create a promotion plan to meet promotional objectives.

K. Explore the Concepts and Actions Needed to Determine Client Needs and Wants and Respond Through Planned, Personalized Communication That Influences Purchase Decisions and Enhances Future Business Opportunities.
1. Explain a planogram (POG) and demonstrate using presentation software.
2. Explain the selling process.
3. Examine the need for and problems addressed by selling policies.
4. Perform mathematical calculations involved in preparing and closing a cash drawer.
5. Acquire company information for use in providing customer service using data collected.
6. Explain the importance of customer service.
7. Identify customer needs and wants.
8. Obtain appropriate product information from various sources including the internet.
9. Analyze promotional material from a variety of companies using the internet.
10. Explain the use of national and private brand names in selling.
11. Use buying motives of individuals as the basis for a sales presentation.
12. Demonstrate the selling process.
13. Make change.
14. Describe follow – up techniques used in the selling process.
15. Categorize business to business decision making factors.
16. Categorize business to consumer buying behavior.
17. Describe the relationship between buyers and sellers.
18. Describe the demographic factors that influence purchase decisions.

L. Implement Marketing Activities Requiring the Use of Technology.
1. Explain the term Internet Marketing.¹
2. Explain how the basic marketing functions apply to internet marketing.¹
3. Describe the purposes of an Internet marketing website.¹
4. Identify industry trends in Internet marketing.¹
5. Identify ways that technology impacts business and marketing decisions.¹
6. Utilize appropriate forms of technology to implement marketing activities.¹

M. Explore the Implications of Safety Practices and Procedures in a Working Environment.¹
1. Demonstrate basic safety rules relevant to job safety by reading the appropriate manuals.¹
2. Identify security precautions relevant to work environment.¹
3. Demonstrate security practices in the workplace.¹
4. Describe the first aid measures to be used in case of an emergency on the job, along with the procedures to be followed in case of an accident.¹
5. Discuss appropriate practices for handling and storing hazardous materials.¹
6. Explain blood borne pathogens.¹
7. Explain the role of OSHA.¹
8. Explain the role of the Department of Labor.¹
9. Research labor laws that impact work environments.¹

Objective N. for Travel and Tourism and Recreation Amusements and Attractions Career Majors.
N. Use the Internet
1. Identify different types of information sources on the Internet.
2. Connect to the Internet.
3. Use a Web browsing application.
4. Use appropriate search strategies to obtain legitimate results.
5. Display specific web pages.
6. Add a web page to Favorites.

Objectives O. Through LL. for Lodging Career Majors.
O. Define Marketing and Sales Related to Hospitality and Lodging.
1. Define marketing.
2. Define sales.
3. Explain the difference between marketing and sales.

P. Describe the Role of the Marketing and Sales Division.
1. Describe the duties of the vice president or director of marketing and sales.
2. Describe the duties for the director of convention service or convention service manager.
3. List the duties for the director of advertising and public relations.
4. Identify the responsibilities of the telemarketing director.
5. Identify the duties of the market research coordinator.
6. Explain the director of sales position.
7. Describe the duties of the sales manager.
8. List the responsibilities of the assistant director of sales.
9. Describe the duties of salespeople or sales representatives.
10. List the tasks that are performed by a clerical sales staff.

Q. Describe the Four “Ps“ of Marketing.
1. Identify the product of the hotel.
2. Determine where the hotel’s product is sold.
3. Calculate the price at which the hotel product is sold.
4. Explain how to promote the hotel product.

R. Identify Lodging Market Segments.
1. List important types of lodging guests.
2. Identify the lodging needs of individual business travelers.
3. Describe corporate groups that stay at lodging properties.
4. Describe convention and association groups.
5. Identify the government and military travelers market.
6. Define regional gateway guest.
7. Define guest mix and its effect on lodging properties.

S. Construct a Marketing Plan.
1. Explain the benefits of long-range marketing plan.
2. Identify the components of a marketing plan.
3. Describe the makeup and function of a marketing team.
4. List the steps of a marketing plan.

T. Explain the Processes of a Marketing Audit.
1. Define a property analysis.
2. Identify the information needed for a property analysis.
3. Conduct a competition analysis.
4. List three forms used in a competition analysis.
5. Define market share.
6. Define fair share.
7. Calculate REVPAR.
8. Conduct a situation analysis.
9. List resources for preparing a marketplace analysis.

U. Identify Target Markets and Positioning.
1. Select a target market.
2. Define market segmentation.
3. Identify the present guest base using a revenue grid and an occupancy chart.
4. Create a guest profile.
5. Define positioning and market position.
6. Develop a positioning strategy.
7. Write a positioning statement.

1. Write a marketing objective.
2. List the characteristics of effective marketing objectives.
3. Create an action plan.
4. Identify the components of an action plan.
5. Determine the budget for an action plan.
7. Describe the importance of evaluating marketing plans.
8. Explain common reasons that hotels sales goals are not met.

W. Discuss the Communication System in a Sales Office.
1. List the types of sales meetings.
2. List types of sales records found in a sales office.
3. Explain the purpose of the function book.
4. Describe the use of a guestroom control book.

X. Examine Filing Procedures in a Sales Office.
1. Distinguish between the three general methods of filing.
2. Explain the purpose of a master card file.
3. Identify the use of an account file.
4. Define a tickler file and how it works.

Y. Discuss Automation.
1. Identify the benefits of computers in the sales office.
2. Explain how automated systems can provide client information.
3. Describe the lists, reports, and analysis applications that computers can produce.
4. Use yield management techniques.

Z. Describe the Role of the Banquet Department.
1. Identify the basic responsibilities of the banquet department.
2. List the members of the banquet department.
3. Describe the duties of the banquet director.
4. Describe the duties of the banquet manager.
5. Explain the responsibilities of banquet salespeople.
6. List the duties of banquet service personnel.

AA. Describe the Operations of Banquet Sales.
1. Explain the types of advertising and promotion that banquet department use.
2. List ways to develop leads for the banquet department.
3. Solicit business in-person or over the telephone.
4. Write sales letters.
5. Respond to banquet inquiries.

BB. Identify Special Types of Food and Beverage Sales.
1. Describe refreshment breaks.
2. Identify the types of sales associated with hospitality suites.
3. Explain how receptions can increase sales.
4. List special functions that the banquet department might host.
5. Identify the types of off-premises catering that lodging properties offer.

CC. Describe the Elements of Meeting Room Sale.
1. Describe the value of meeting room space.
2. List types of meeting rooms.
3. List and define the types of meeting room setups.
4. Describe common meeting room furniture.
5. Book meeting rooms and establish release dates.
6. Manage meetings at a lodging property.

DD. Describe the Role of the Sales Manager.
1. Identify how managers can promote effective guest-employee relationships.
2. Describe the manager’s role in hiring sales-oriented employees.
3. Explain the importance of training employees in sales techniques.
4. Motivate employees to sell.

EE. Discuss Building Sales Relationships.
1. Explain why relationship selling is important.
2. Describe what employees need to know about a property.
3. Summarize what employees need to know about the geographic area.
4. Interact with guests in a positive manner.
5. Learn and use guest names.
6. Handle complaints.

FF. Define Upgrading.
1. Use the top-down method to increase sales.
2. Use the rate-category-alternatives methods of upgrading room sales.
3. Use the bottom-up method of upgrading room sales.

GG. Differentiate Between Suggestive Selling and Cross-Selling.
1. List guidelines to suggestive selling.
2. Describe how various departments use suggestive selling.
3. Describe forms of cross-selling found in lodging properties.
4. Explain the importance of having knowledgeable employees.

HH. Identify What is Included in Departmental Selling.
1. Explain how the switchboard operator contributes to sales.
2. Describe the role the reservations department plays in sales.
3. Summarize the role of the front desk in sales.
4. Illustrate the role of the food and beverage department in sales.
5. List the role lodging property service personnel play in sales.
6. Identify ways employee incentive programs can motivate employees to sell.

II. Describe the Basis of Telephone Communication Pertaining to Sales.
1. Explain the importance of telephone etiquette.
2. List guidelines for creating a good impression on the phone.
3. Use effective telephone communication skills.
4. Practice listening skills during a sales call.

JJ. Identify Types of Outgoing Calls.
1. Define prospect calls and qualifying calls.
2. List the types of questions that might be asked in a prospect call.
3. Describe the information needed about sales prospects.
4. Reach a decision maker for an appointment call.
5. Prepare an opening statement.
6. Develop respect and rapport.
7. Present information about a lodging property.
8. Overcome objections to an appointment call.
9. Set an appointment.
10. Make a sales call.
11. Make a promotional call.
12. Make a service call.
13. Make a public relations call.

KK. Identify Types of Incoming Calls.
1. Explain the importance of making a positive first impression.
2. Accept reservations over the phone.
3. Respond to calls about print ads.
4. Respond to inquiry calls.

LL. Telephone Sales Operations.
1. Explain the function of a telephone sales blitz.
2. Describe the role of telemarketing script.
3. Establish a telemarketing.
4. Establish a telemarketing program.
Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.  
2. Each course must be passed with seventy (70%) percent or better.  
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.

Available Certifications/College Credit: The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.

College Credit Eligibility: The student must maintain a grade point average of 2.0 or better.