

MARKETING SKILLS

UNIT CODE: 0414 551 20A

TVET CDACC UNIT CODE: HOSCU/FBM/CC/03/6/MA

UNIT DURATION: 80 Hours

Relationship to Occupational Standards

This unit addresses the Unit of Learning: Apply Marketing Skills

Unit Description

This unit of learning covers the learning outcomes, content, assessment methods, methods of delivery and resources required to apply Marketing Skills It involves developing marketing plan, developing hospitality service marketing strategy, evaluating demand for hospitality services, evaluating marketing environment and develop marketing mix.

Summary of learning outcomes

By the end of this unit, the learner should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Developing marketing plan	10
2.	Developing hospitality service marketing strategy,	20
3.	Evaluating demand for hospitality services.	15
4.	Evaluating marketing environment	15
5.	Develop marketing mix.	20
Total		80

Learning outcomes, Content and Suggested Assessment Methods

Learning outcome	Content	Suggested Assessment Methods
1. Develop marketing plan	1.1 Definition of terms <ul style="list-style-type: none">• Marketing• Market• Needs• Wants• Demands• Value• Exchange	<ul style="list-style-type: none">• Oral questioning• Portfolio of evidence• Interviews• Third party report• Written tests

Learning outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Transactions • Relationships • Marketing resources <p>1.1.2 Marketing objectives</p> <ul style="list-style-type: none"> • Improving customer satisfaction • Increase brand awareness • Expand market research • Boosting sales. • Launch new products and services <p>1.2 SWOT analysis</p> <ul style="list-style-type: none"> • Strengths • Weaknesses • Opportunities • Threats <p>1.2.1 Importance's of SWOT analysis</p> <p>1.3 Target market</p> <ul style="list-style-type: none"> • Demographic target market • Geographic target market • Psychographic target market • Behavioural target market • Segmented by product usage • Industry or Niche market target <p>1.4 Marketing resources development</p> <ul style="list-style-type: none"> • Human resources • Financial resources • Digital tools and platforms 	

Learning outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Content resource • Marketing channels • Promotional materials • Training and educational resources 	
2. Evaluate marketing environment	<p>2.1 Definition of terms</p> <ul style="list-style-type: none"> • Marketing environment • Marketing information • Competitors • Market strategies <p>2.1.1 Market information</p> <ul style="list-style-type: none"> • Customer information • Competitor information • Industry trends • Market size and potential • Distribution and supply chain • Sources of market information <p>2.1.1 Importance of customer information</p> <p>2.1.2 Emerging trends</p> <p>2.2 Market segmentation</p> <ul style="list-style-type: none"> • Demographic segmentation • Geographic segmentation • Psychographic segmentation • Behavioural segmentation <p>3 Marketing decisions</p>	<ul style="list-style-type: none"> • Oral questioning • Portfolio of evidence • Interviews • Third party report • Written tests

Learning outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Products decisions • Price decisions • Place (Distribution decisions) • Promotion decisions <p>4 Marketing strategies</p> <ul style="list-style-type: none"> • Digital marketing strategy • Content marketing strategy • Brand marketing strategy • In-bound marketing strategy • Out-bound marketing strategy • Importance of marketing strategy. 	
<p>3. Evaluate demand for hospitality services</p>	<p>3.1 Definition of terms</p> <ul style="list-style-type: none"> • Evaluation • Service demand • Hospitality services • Product category • Product demand • Marketing data <p>3.1.1 Outline marketing objectives</p> <p>3.1.2 Importance of collecting marketing data.</p> <p>4 Types of competitors.</p> <p>1.4.1 Methods of analysing competitors.</p> <p>1.4.2 Effects of competition in hospitality industry</p> <ul style="list-style-type: none"> • Types of products • Factors affecting product demand 	<ul style="list-style-type: none"> • Oral questioning • Portfolio of evidence • Interviews • Third party report • Written tests

Learning outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Importance of monitoring market performance 	
4. Evaluate marketing environment	<p>4.1. Definition of terms</p> <ul style="list-style-type: none"> • Macro environment • Micro environment • Consumer data • Market trends <p>4.1.1 State macro environmental factors</p> <ul style="list-style-type: none"> • Political factors • Economic factors • Sociocultural factors • Technological factors • Environmental factors • Legal factors <p>4.1.2 State micro environment factors</p> <ul style="list-style-type: none"> • Customers • Competitors • Suppliers • Intermediaries • Employees • Public <p>4.2 Methods of evaluating competitor's strategy.</p> <ul style="list-style-type: none"> • Cost leadership • Differentiation • Niche strategy • Innovation <p>4.2.1 Effects of macro and micro environment in hospitality business</p> <p>4.3 Methods of collecting consumer data</p> <ul style="list-style-type: none"> • Questionnaire's • Website analysis • Social media monitoring 	<ul style="list-style-type: none"> • Oral questioning • Portfolio of evidence • Third party report • Written tests

Learning outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Customer feedback and reviews • Interviews <p>4.3.1 Importance of collecting consumer data.</p> <p>4.4 Types of market trends</p> <ul style="list-style-type: none"> • Technological trends • Social and cultural trends • Environmental trends • Consumer trends • Economic trends • Objectives of market trends. 	
5. Develop marketing mix.	<p>5.1 Definition of terms</p> <ul style="list-style-type: none"> • Marketing mix • Product portfolio • Promotion • Price • Place • Market programming <p>5.1.2 Product portfolio</p> <ul style="list-style-type: none"> • Elements of product portfolio • Product lines • Product mix • Life cycle stages • Types of product portfolio <p>5.2 Packaging of product</p> <ul style="list-style-type: none"> • Factors to consider when packaging • Types of packaging • Functions of packaging <p>5.3 Promotion methods</p> <ul style="list-style-type: none"> • Public relations 	<ul style="list-style-type: none"> • Oral questioning • Portfolio of evidence • Interviews • Third party report • Written tests

Learning outcome	Content	Suggested Assessment Methods
	<ul style="list-style-type: none"> • Traditional advertising • Digital marketing • Sales promotion • Influencer Marketing • Word of mouth Marketing <p>5.3.1 Importance of promotion methods</p> <p>5.3.2 Advantages and disadvantages of promotion methods</p> <p>5.4 Market programming</p> <ul style="list-style-type: none"> • Types of marketing program • Details of marketing program <p>5.5 Competitive prices</p> <ul style="list-style-type: none"> • Pricing strategies • Factors affecting pricing strategies • Importance of pricing <p>5.6 Appropriate marketing place</p> <ul style="list-style-type: none"> • Factors to consider • Elements of place 	

Suggested Methods of Instruction

- Role playing
- Viewing of related videos
- Discussion
- Direct Instruction

Recommended Resources for 25 Trainees

NO.	ITEM	QUANTITY
1.	Theory room	1
2.	Laptop	1
3	Good Internet connectivity	
4	Projector	1
5.	Flash cards	5 assorted colour

NO.	ITEM	QUANTITY
6	White board	1
7.	Flip charts	4 rolls
8.	White board markers	5 Assorted colour
9.	Stationery	Enough

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HOSPITALITY RESEARCH

UNIT CODE: 0541 551 21A

TVET CDACC UNIT CODE: HOSCU/FBM/CC/04/6/MA

UNIT DURATION: 80 Hours

Relationship to Occupational Standards

This unit addresses the Unit of Learning: **Undertake Hospitality Research**

UNIT DESCRIPTION

This unit of learning covers the learning outcomes, content, assessment methods, methods of delivery and resources required to undertake hospitality research. It involves preparing research proposal, applying scientific research methods and analyzing scientific research finding.

Summary of learning outcomes

By the end of this unit, the learner should be able to:

S/No	Learning Outcomes	Duration (Hours)
1.	Prepare a research proposal	20
2.	Apply scientific research methods	30
3.	Analyze scientific research findings	30
Total		80

Learning outcomes, Content and Suggested Assessment Methods

Learning outcome	Content	Suggested Assessment Methods
1. Prepare research proposal	<p>1.1 Introduction</p> <p>1.1.1 Definition of terms</p> <ul style="list-style-type: none">• Research• Population• Sample• Hypothesis• Data• Theory <p>1.1.2 Components of research</p> <ul style="list-style-type: none">• Identification of research area and topic• Statement of the problem• Literature review• Methodology design	<ul style="list-style-type: none">• Practical assessment• Project• Portfolio of evidence• Third party report• Written tests• Oral questioning