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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Hospitality and Tourism |
| **Course Name** | Travel and Tourism Management |
| **Lesson/Unit Title** | Marketing Fundamentals |
| **TEKS Student Expectations** | **130.258. Knowledge and Skills.**  (7) The student uses leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. The student is expected to:  (A) apply team-building skills;  (B) apply decision-making and problem-solving skills;  (11) The student uses technical knowledge and skills required in the travel and tourism industry. The student is expected to:  (A) develop job-specific technical vocabulary; and  (B) use marketing techniques to sell products and services. |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * identify the 4 P’s of marketing * understand the elements of a marketing mix * explain the importance of a marketing plan * evaluate various marketing strategies * create and design promotional items to sell products |
| **Rationale** | **Script:**  Marketing is a fundamental function of all businesses today. It is a foundation upon which to build and succeed. It begins with a marketing plan and research to promote the products. This lesson will introduce you to how businesses market their services, and will assist you study for a career in the travel and tourism industry. |
| **Duration of Lesson** | Four 45-minutes class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | **Advertising:** A paid form of promotion that persuades and informs the public about what a business has to offer  **All-inclusive tour:** A tour that offers most of its features for one price and may include transportation, lodging, meals and activities  **Collaboration:** To cooperate or work jointly with others on a project or endeavor  **Market research:** The action or activity of gathering information about consumers’ needs and preferences  **Market segment:** A subgroup of a market; will have similar needs and wants for the products being offered  **Marketing:** The action or business of promoting and selling products or services, including market research and advertising  **Marketing mix:** The combination of decisions made about product, price, place and promotion; also called the four P’s of marketing  **Place:** Plays a fundamental role in the marketing mix of a product or service as it outlines the how and where a company will place its products and services in an attempt to gain market share and consumer purchases  **Price:** The amount of money or value required or given in payment for something  **Product:** Anything that can be offered to a market that might satisfy a want or need of a consumer  **Promotion:** The advancement of a product, idea or point of view through publicity and/or advertising |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * computer with projector for PowerPoint™ presentation * computers with Internet access (be sure to follow district guidelines) * headphones * light projector (Elmo)   **Materials:**   * promotional items (with travel logo)   + aprons   + bath robe   + caps   + cups   + key chains   + magnets   + mugs   + pencils and pens * copies of handouts (All Lesson Attachments–coming soon) |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class begins:**  Become familiar with the Small Business Administration’s Learning Center that provides a 30-minute online course in Marketing. This course will provide students with a certificate they will be able to add to their portfolio.   * Marketing 101: A Guide to Winning Customers  This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.<https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers>   Display as many items from the Materials or Specialized Equipment Needed tab as you have available on a table in front of the room so that students may view as they enter.  Distribute the handout **Anticipatory Guide: Marketing Fundamentals** (All Lesson Attachments–coming soon) to the students and instruct them to place a check mark by the statements they THINK are true.  After the lesson, this handout will be revisited in the Lesson Closure section to check for knowledge of the lesson.  Display the teacher resource **The Power of Travel Chart** (All Lesson Attachments–coming soon) on a light projector and discuss how important travel is to the economy.   * Why is it important to promote the travel and tourism industry? * Have you seen advertisements for travel destinations such as Disney World, Las Vegas and New York? * Can you name some advertisements for car rentals and cruises? |
| **Direct Instruction \*** | Introduce lesson objectives, terms and definitions.  Select and distribute a handout or graphic organizer from the Instructional Strategies drop down menu in Classroom Essentials or instruct students to take notes in their journal books or on their own paper (All Lesson Attachments–coming soon).  Introduce the PowerPoint™ **Marketing Fundamentals** (All Lesson Attachments–coming soon). Students will be expected to take notes while viewing the slide presentation. Allow time for classroom discussion.   * SBA Delivering Success: Marketing 101 The U.S. Small Business Administration and the U.S. Postal Service bring you Delivering Success–video interviews with successful entrepreneurs who share the lessons they’ve learned about owning a small business.<http://youtu.be/YUoKi8DQxv4>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * check for understanding * provide a copy of slide presentation |
| **Guided Practice \*** | Direct students to the computers and instruct them to log on to the Small Business Association’s website and the Learning Center for the online training. They will need headphones to complete the self-paced course that will provide them with a certificate of completion at the end. Students will be able to add this certificate to their portfolio.   * Marketing 101: A Guide to Winning Customers  This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.<https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers>   Divide the class into subgroups of three or four students.  Distribute the handout **Marketing Techniques** (All Lesson Attachments–coming soon) to each group and instruct the groups to brainstorm words the industry has used to entice them to visit their business by completing the acrostic using the letters of MARKETING at the beginning, in the middle or at the end. If instruction clarification is needed, model the activity process with one of the letters. Check for understanding.  A teacher resource **Marketing Techniques** (Example) (All Lesson Attachments–coming soon) is included to assist students as they collaborate with each other.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * provide a text based accessible version of online course * check for understanding |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two or three students.  Read the following scenario:  You are part of a marketing team and employed in a travel or tourism business. The manager would like for your team to come up with new marketing techniques for the business. What will your team do?  Distribute the handout **Travel or Tourism Promotional Package** (All Lesson Attachments–coming soon) and instruct the teams to select a promotional material of their choice to create a package for the business.  Remind them to keep costs to a minimum and use recycled items when possible.  Distribute the **Rubric for Travel or Tourism Promotional Package** (All Lesson Attachments–coming soon) so that students will know what is expected.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * encourage participation * reducing the length of assignment * extended time for assignment * work with a peer tutor |
| **Lesson Closure** | Review lesson objectives, terms and definitions.  Re-distribute the handout **Anticipation Guide: Marketing Fundamentals** from the Anticipatory Set.  Allow students to re-read each statement and place a check mark by the statements they KNOW are true. They should also provide information that PROVES other statements are not true. |
| **Summative/End of Lesson Assessment \*** | Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * providing guided participation * extra time for oral response * encourage participation |
| **References/Resources/**  **Teacher Preparation** | **Images:**   * Shutterstock™ images. Photos obtained with subscription.   **Textbooks:**   * Farese, Kimbrell, Woloszyk, (2002) *Marketing Essentials.* Woodland Hills, California: Glencoe McGraw-Hill, Inc. * Reynolds, J. S. (2014). *Hospitality services.* Tinley Park. IL: Goodheart-Willcox Company.   **Websites:**   * Small Business Administration Marketing 101: A Guide to Winning Customers  This course is designed to provide a basic overview of marketing. It is a practical program with real-world examples and helpful tips. The course is directed to small business owners who are interested in reaching a broader customer base.<https://www.sba.gov/tools/sba-learning-center/training/marketing-101-guide-winning-customers> * U.S. Travel Association Assists members with programs and platforms to help promote travel to and within the U.S., especially through IPW, the pre-eminent international trade show bringing travel to America.<https://www.ustravel.org/> |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * add terms and definitions to personal dictionary * journal entries * use “word wall” for vocabulary words * work with a peer tutor * peer to read materials * highlighted materials for emphasis * shortened simplified instructions |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Other articles pertaining to this lesson that students may read include:   * Eight P’s in Marketing Tourism Tourism marketing is different because the customer purchases a series of services, but is left with very little concrete value at the completion of his trip. As a result, the marketing initiatives have to emphasize the value of the memories, make the collection of services easily accessible and add value through additional programming and other factors.<http://smallbusiness.chron.com/eight-ps-marketing-tourism-42140.html> * Tourism Promotion and Marketing The tourism industry is unlike any other because, instead of a product, you are selling a place and all the things it has to offer. <http://smallbusiness.chron.com/tourism-promotion-marketing-57157.html> * What Is Tourism Marketing? Tourism occurs when you leave your normal surroundings where you live and work to go to another environment to engage in activities there, regardless of how close or how far it is. You are a visitor, and what you do while visiting is tourism. Individuals and organizations at your destination promoted those activities through advertising or other forms of marketing.<http://smallbusiness.chron.com/tourism-marketing-56473.html>   **Reading strategy** Encourage students to “visualize” as they read. Many students are visual learners and will benefit from making sketches or diagrams on scratch paper as they read. Providing students with graphic organizers to help them organize their thoughts is also helpful. |
| **Quotes** | The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.  **-Peter Drucker**  Marketing is a contest for people’s attention. **-Seth Godin**  Branding is not merely about differentiating products; it is about striking emotional chords with consumers. It is about cultivating identity, attachment, and trust to inspire customer loyalty.  **-Nirmalya Kumar**  Marketing is too important to be left to the marketing department.  **-David Packard**  As a brand marketer, I’m a big believer in ‘branding the customer experience,’ not just selling the service. **-John Sculley** |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** | (All Lesson Attachments–coming soon)  **PowerPoint™:**   * Marketing Fundamentals * Presentation Notes – Marketing Fundamentals   **Technology:**   * Free iPad App:   + Marketing 101: What is Marketing Learn from marketing experts how to get the boost your brand needs.<https://itunes.apple.com/us/app/marketing-101-what-is-marketing/id513965773?mt=8> * Infographics:   + The Marketing Mix How a Business Blends the four main marketing elements<http://media-cache-ak0.pinimg.com/736x/51/8f/c7/518fc7891fffb44783b03bca90c4270f.jpg> |
| **Graphic Organizers/Handout** | (All Lesson Attachments–coming soon)  **Graphic Organizers:**   * The Marketing Mix * The Marketing Mix (Key)   **Handouts:**   * Anticipation Guide: Marketing Fundamentals * Anticipation Guide: Marketing Fundamentals (Key) * Marketing Techniques * Power of Travel Promotion Fact Sheet * Rubric for Travel or Tourism Promotional Package * Travel or Tourism Promotional Package   **Teacher Resources:**   * Marketing Techniques (examples) * The Power of Travel Chart * Travel Promo Cycle |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * I market a trip to Disneyworld® by … * Promoting travel is important to the economy because … * An incentive that I would offer to market a product would be … because … * A travel business in my community would …   **Writing Strategy:**   * RAFT (Role/Audience/Format/Topic) writing strategy:   + Role: student   + Audience: marketing manager in a travel agency   + Format: letter   + Topic: product development   Write a letter to the manager of a travel agency about a product you have developed to market their services. |
| **Communication**  **90 Second Speech Topics** | * If I were to add another “P” to the four P’s of Marketing, it would be … * Five ways a cruise line can advertise are … |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students may create a bulletin board with information from the report **Power of Travel Fact Sheet** (All Lesson Attachments–coming soon) to illustrate how travel fuels the economy.  **Infographics:**  Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.  The infographic below is related to this lesson. Allow students to view the image on a projector and lead a discussion concerning the information provided.   * The Marketing Mix How a Business Blends the four main marketing elements<http://media-cache-ak0.pinimg.com/736x/51/8f/c7/518fc7891fffb44783b03bca90c4270f.jpg> |
| **Family/Community Connection** | * Contact a marketing manager from a travel or tourism business in your community to speak to the class on the importance of marketing a business. |
| **CTSO connection(s)** | **Family, Career, Community Leaders of America (FCCLA)**  <http://www.texasfccla.org>   * Hospitality, Tourism and Recreation An individual or team event – recognizes participants who demonstrate their knowledge of the hospitality, tourism and recreation industries and ability to translate their knowledge into a hypothetical or real business. Project must relate to culinary, lodging, recreation, tourism or event coordination. * Interpersonal Communications An individual or team event – recognizes participants who use Family and Consumer Sciences and/or related occupations skills and apply communication techniques to develop a project designed to strengthen communication. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to this lesson. [www.ysa.org](http://www.ysa.org)   * Possible ideas Students may create and develop a tool to market venues in their community encouraging residents to shop locally. |
| **Lesson Notes** | All Lesson Attachments–coming soon)   * Marketing Fundamentals PPT * Travel Promo Cycle * Travel or Tourism Promotional Package * The Marketing Mix * The Marketing Mix (Key) * Rubric for Travel or Tourism Promotional Package * Power of Travel Promotion Fact Sheet * Power of Travel Chart * Marketing Techniques (example) * Anticipation Guide - Marketing Fundamentals * Anticipation Guide - Marketing Fundamentals (Key) |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)