

Chapter 11 Outline

The Modern Marketing Emphasis
Product and Service Marketing: The Sale of
Hospitality
Planning for Guest Needs
 The Feasibility Study
 Situation Analysis
The Marketing Planning Process
 Six Elements
The Organization of the Marketing and
Sales Division
 Interdepartmental Relationships
 Bringing Business to the Property
Hotels and Airlines: Birds of a Feather
The Business of Selling
 Rooms Business
 Public Space
 Food and Beverage Business
 Internal Selling
 Personal Selling
Star and Other Rating Systems
Advertising, Special Promotions, and
Public Relations
 Advertising
 Special Promotions
 Public Relations

Competencies

1. Define the terms marketing, market, market segment, market mix, and marketing strategy, and discuss the importance of marketing to hospitality businesses. (pp. 259–261)
2. Explain the function and identify the components of a feasibility study. (pp. 261–262)
3. Explain the function and identify the components of a situation analysis. (pp. 263–264)
4. Explain the function of a market plan and identify components of the marketing planning process. (pp. 264–265)
5. Identify the responsibilities of positions within a marketing and sales division. (pp. 265–269)
6. Describe the business of selling hospitality products and services, discuss the similarities between marketing hotels and airlines, and differentiate between internal selling and personal selling. (pp. 269–277)
7. Identify the advantages and disadvantages of major advertising media used by hospitality companies. (pp. 277–279)
8. Explain the purpose of special promotions, and differentiate between publicity and public relations. (pp. 279–281)