

## Chapter 22 Outline

Zero-Base Budgeting  
Research and Required Information  
    Market Segmentation, Needs  
        Identification, and Measurement  
        of Customer Perceptions  
Facts About the Competition  
    External Facts  
    Internal Facts  
    Other Hospitality Industry Sector  
        Applications  
Marketing Plan  
    Analysis of Research and Information  
    Objectives  
    Marketing Program  
    Marketing Appropriations  
    Sales Goals  
    Action Programs  
    Communication of Assigned  
        Responsibilities  
    Monitoring of Action Program

## Competencies

1. Define zero-base budgeting, identify the four major types of information required to complete a marketing plan, and summarize how this information is obtained. (pp. 281–288)
2. Describe the structure of a marketing plan and summarize tips for putting one together. (pp. 288–293)