

## Chapter 5 Outline

Planning Resources for the Marketing

Effort

Targeting Profitable Consumer Segments

Reaching the Market

## Competencies

1. Explain why hospitality companies need flexible marketing strategies. (p. 45)
2. Describe how marketing efforts benefit from a zero-base budgeting process. (pp. 45–46)
3. Explain the function of internal and external analyses in determining company needs that marketing can fulfill. (pp. 46–47)
4. Describe how the concept of segment profitability applies to the marketing of hospitality products and services. (p. 47)
5. Identify some of the key motivational factors of travel retailers and wholesalers that could help shape a hospitality company's marketing efforts. (pp. 48–49)