



Unit 22: Marketing for Hospitality

Delivery guidance

The purpose of this unit is to investigate the role that marketing plays in business success. It will enable learners to develop an understanding of how hospitality organisations use marketing strategies and principles, marketing research and market environment analysis. It will also help them to understand how the marketing mix is used in hospitality businesses. Learners will learn the underpinning theories and frameworks and relate them to real-world examples, including the types of marketing they are likely to have encountered in their daily lives.

Encourage learners to look at the marketing for a variety of organisations in the hospitality industry and help them to understand how companies use different marketing strategies to reach their objectives. On a more practical note, learners will need to be able to develop their own marketing mix for a new product or service for a hospitality business. Looking at a wide range of examples of successful and less successful campaigns will allow learners to see what works. They can then use successful examples as inspiration when developing their own marketing mix for their new product or service as part of the assessment.

Learners must have plenty of opportunities to research and discuss the marketing strategies of different types of organisation in the hospitality industry so that they can show their knowledge and understanding of the unit.

To complete this unit, learners will need access to a range of research materials, which could include the internet, journals or magazines, and books. Learners need to be well prepared for assessment, so it is important that they compile a portfolio with notes, activities and research. You might want to instruct them to organise these materials in sections relating to each learning aim, with another section for general use. You could also instruct learners to compile a glossary of relevant terminology as an ongoing activity.

You could use a range of delivery methods in this unit, such as:

- class and small-group discussions, e.g. on the role of marketing and how it is applied in different organisations, and its importance
- individual or group presentations, e.g. to cover the 7Ps of marketing and their connection to the success or failure of an organisation
- case studies and video clips, e.g. to illustrate marketing in organisations in the hospitality industry
- media and journal articles, e.g. relating to the application of the marketing mix
- internet access, e.g. to provide talks and videos on marketing.

Group work is an acceptable form of delivery, but you must ensure that each student produces their own evidence that is sufficient for assessment.

Approaching the unit

For learning aim A, learners need to understand the role of marketing in the hospitality industry. You could ask learners to work in small groups to discuss their own knowledge of marketing and share their ideas with the class.

Expand on the topic to think about the impact of marketing on different organisations in the hospitality industry. There are many examples on the internet that illustrate marketing for a range of organisations. You could also use case studies and scenarios to prompt group discussion. Ensure that some of these examples also demonstrate the effects of marketing on business objectives and aims. Allow the class to discuss the examples and add their own.

Learners also need to understand the constraints of marketing, i.e. financial, social, legal and standards of practice as well as brand trust and loyalty.

You could invite guest speakers from local and national hospitality businesses to talk about marketing. Learners could prepare questions before the speaker's arrival, focused on marketing and how it benefits the organisation. This should ensure that learners get the most out of this activity.

For learning aim B, you should ensure that learners understand the purpose of market research and its focus. This will allow them to carry out targeted independent research into a new product or service for a hospitality business. Learners will need to use a range of data collection techniques and use their data to support the decisions they make. Encourage them to independently use both primary and secondary research to explore any opportunities.

They will also use their data to carry out marketing environment analysis, using PESTLE (political, economic, social, technological, legal and environmental) analysis and SWOT (strengths, weaknesses, opportunities and threats) analysis. You could give learners case studies to allow them to investigate marketing models and tools to enhance their discussions. Again, learners could carry out research into real organisations to support their learning.

For learning aim C, learners must be able to use the data they have collected to develop a marketing mix to promote a new product or service for a hospitality business. Give examples of the 7Ps marketing mix and include the importance of the marketing message to feed a class discussion. Encourage learners to research a variety of different applications of the marketing mix before developing their own 7Ps marketing mix for assessment.



Assessment model

Learning aim	Key content areas	Recommended assessment approach
A Explore marketing strategies and principles as used in the hospitality industry	A1 Role of marketing A2 Business aims and marketing objectives A3 Marketing constraints	A report that explores the role of marketing in the hospitality industry, with links to the aims of the business, and the benefits and constraints of marketing.
B Investigate opportunities for a new product or service for a hospitality business	B1 Purpose of market research B2 Research focus B3 Research method B4 Marketing models and tools	Two assessments to include; a clear and concise marketing report and plan for a proposed new product or service for a hospitality business. The report will include individual research on appropriate opportunities and the plan will give an overview of the marketing mix for the chosen product/service and the decisions and approaches taken in its development.
C Develop a marketing mix for a new product or service for a hospitality business	C1 Use of market research data C2 Opportunities and strategies C3 Marketing mix	

Assessment guidance

This unit is assessed internally. The recommended assessment is through three internal assignments, one for each learning aim. The learner work produced for Learning aim B should be used by the learners in the compilation of their work for Learning aim C.

An assignment is a distinct activity, completed independently by learners, that is separate from teaching, practice, exploration and other activities that learners complete with direction from tutors. All learners must independently generate individual evidence that can be authenticated.

For learning aim A, the main source of evidence is likely to be a written report which explores the role of marketing in the hospitality industry. Learners should evaluate the benefits and constraints of marketing in two hospitality businesses and refer to the aims of the businesses.

For learning aim B, learners will likely present their evidence in the form of a report which analyses the opportunities for a new product or service for a hospitality business using appropriate models and tools.

For learning aim C, learners should demonstrate their knowledge and understanding of marketing by incorporating independent research into their work. They will use the marketing research results gained in their investigations for learning aim B to write a realistic marketing mix based on market research data. This must show clear links to meeting business aims and evaluate both the marketing mix and the decisions and approaches taken in its development.

It is important that learners have plenty of opportunities to research a variety of hospitality organisations and their marketing mix before embarking on their final assessment.

Getting started

This gives you a starting place for one way of delivering the unit, based around the recommended assessment approach in the specification.

Unit 22: Marketing for Hospitality
<p>Introduction</p> <p>Begin by giving learners an overview of the unit using a group discussion. You could include what they will learn and how they will be assessed. You can then outline the learning aims of the unit.</p>
Learning aim A: Explore marketing strategies and principles as used in the hospitality industry
<ul style="list-style-type: none"> ● Begin by asking learners what they understand by the term 'marketing'. Learners can work in small groups to define 'marketing', and then work as a whole class to combine and refine the definition until they arrive at an agreed definition. ● Give a presentation on the role of marketing in the hospitality industry and how it is used to stimulate awareness, interest, decision and actions (AIDA model). ● Ask learners to research the differences between business-to-consumer (B2C) and business-to-business (B2B) markets, niche and mass markets, then share their findings in a class discussion. Clarify the differences to the class, using hospitality examples. ● Lead a class discussion on how marketing to each market might differ. ● In small groups, ask learners to name some hospitality products and services they know and discuss how they are marketed. Use the learners' examples to support a discussion on the role of marketing and its use by different hospitality businesses. ● Extend learning by asking learners to consider a short case study of a fictional hospitality organisation that does not currently market itself well. Ask learners to write a short report suggesting how marketing might benefit this organisation. ● Give a presentation explaining the role of segmentation in marketing, and describing how this will affect the methods and materials used. ● Ask learners to collaborate in small groups to create a set of notes about the growth of digital marketing in hospitality. Does digital marketing run alongside or replace 'traditional' marketing methods? ● Give a presentation illustrating how business aims show what an organisation needs to achieve, and how this links to marketing objectives. ● Using case study materials, ask learners to work in pairs to create a mind map of marketing aims and objectives for a hospitality business, then share their findings with the group. ● Lead a group discussion on the impact of marketing on both large and small hospitality businesses. Ask learners to think about the benefits of marketing – such as customer loyalty and retention – and how these benefits link to business aims and marketing objectives. ● Give a presentation on marketing constraints. ● Ask learners to work in small groups to discuss constraints on marketing – financial, social, legal and standards of practice – and the importance of maintaining brand trust and loyalty. Provide case studies to prompt discussion. Learners share their ideas with the class. ● Extend learning by providing a case study of a well-known hospitality business and asking learners to research its marketing activities. Ask learners to use the data they collect to write an evaluative report on the business's marketing, to include the benefits and constraints of this marketing and reasoned conclusions.

- Ensure that all learners are prepared before handing out the assignment brief for assessment of learning aim A.

Learning aim B: Investigate opportunities for a new product or service for a hospitality business

- Give a presentation on the application of market research, its purpose and research focus.
- Ask learners to research methods of obtaining data, including opportunities to obtain data that has arisen due to the growth of social media and digital marketing. Learners share their findings with the class.
- Individually or in small groups, learners investigate a range of different methods of primary and secondary research. They prepare a short report or collate notes on the benefits and drawbacks of each method.
- Extend this activity by asking learners to write a short justification for why a given business might choose a particular research method to investigate the opportunities for a new product or service.
- Recap the marketing models and tools to be used: PESTLE (political, economic, social, technological, legal and environmental), SWOT (strengths, weaknesses, opportunities and threats) and competitor analysis (covered in unit 1).
- Give a presentation on market mapping and the product life cycle.
- Lead a class discussion on the use of the marketing models and tools above and the importance of carrying out sufficient research to allow the application of these models.
- Ask learners to use one of the marketing models on a given case study and to share their results with the class.
- Ask learners to collaborate in small groups to discuss the current marketing of a product or service for a hospitality business, using a given case study. Learners prepare a short report or collate notes.
- Extend this activity by asking learners to work individually to prepare a report on this business, analysing how it might use market research data when investigating opportunities for a new product or service.
- Investigate the internal and external influences on marketing by inviting a guest speaker from the marketing department of a local hospitality business. Alternatively, use case studies to help learners develop their understanding of the factors that shape the development of a marketing campaign.
- Learners can work in small groups to evaluate gaps in the market for a number of hospitality organisations. These organisations could offer products or services, for example, accommodation or personal services.
- Ask learners to choose one of these organisations and present their findings in the form of a report.
- Extend this activity by asking learners to analyse the opportunities for this organisation to offer a new product or service. Learners should use marketing models and tools and consider the internal and external influences on the organisation.
- Ensure all learners are prepared before giving them the assignment brief for the assessment of learning aim B.

Learning aim C: Develop a marketing mix for a new product or service for a hospitality business

- Give a presentation that explains why an organisation needs to understand and apply market research data before developing a marketing mix for a new product or service.
- Lead a discussion on the importance of organisations using feedback from their customers to identify strengths, weaknesses, opportunities and threats and when proposing future strategies.
- Give small groups of learners a number of products and services and ask them to identify the target market and market segment for each. They can then share their findings with the class.
- Extend this activity by asking learners to evaluate the importance to an organisation of meeting the needs of its target market.
- Give a presentation on opportunities and strategies to include:
 - new markets
 - new product and service development
 - diversification
 - extending product life
 - brand building.
- Ask learners to work in small groups. Give each group a topic from the list above and ask them to make notes on its impact on hospitality businesses, then share their findings with the class.
- Give a presentation on each of the components of the 7Ps marketing mix, and how each one is used alongside the marketing message to achieve the marketing objectives of a business.
- Lead a discussion on the application of the 7Ps marketing mix by real businesses. Ask learners to name some hospitality products and services they know and discuss how the 7Ps are applied.
- Allocate **one** of the 7Ps to each learner. Ask them to research a local hospitality organisation and write a case study on how it uses this 'P' to promote its brand or service in the market.
- Ask learners to work in pairs to share ideas about an effective marketing mix for a given hospitality organisation and to prepare a list of examples to share with the class.
- You could invite a guest speaker – for example, a marketing manager from a local hospitality business – to talk about the 7Ps marketing mix. Learners could ask questions about the marketing mix and how it is used in the speaker's organisation. The speaker could explain, giving current examples.
- Extend learning by asking learners to evaluate the importance of ensuring the marketing mix and marketing message align with the business aims and marketing objectives of the organisation.
- Ensure all learners are prepared before giving them the assignment brief for the assessment for learning aim C.



Details of links to other BTEC units and qualifications, and to other relevant units/qualifications

This unit links to:

- Unit 1: The Hospitality Industry
- Unit 18: Conferencing and Banqueting
- Unit 19: Events in Hospitality

Resources

In addition to the resources listed below, publishers are likely to produce Pearson-endorsed textbooks that support this unit of the BTEC International Level 3 Qualifications in Hospitality. Check the Pearson website (<http://qualifications.pearson.com/endorsed-resources>) for more information as titles achieve endorsement.

Textbooks

Bowie, D., Buttle, F., Brookes, M. and Mariussen, A., *Hospitality Marketing*, 3rd edition, Routledge, 2017, ISBN 9781138927483

Written specifically for learners taking marketing modules within a hospitality course, it contains examples and case studies that show how ideas and concepts can be successfully applied to a real-life work situation. Suitable for all learners.

Brassington, P. and Pettitt, S., *Essentials of Marketing*, 3rd edition, Pearson, 2013, ISBN 9780273727644

Contains all the essential information that learners need to understand when taking an introductory course in marketing. Suitable for all learners.

Kotler, P., Bowen, J., Makens, J. and Baloglu, S., *Marketing for Hospitality and Tourism*, global 7th edition, Pearson, 2017, ISBN 9781292156156

Discusses hospitality marketing from a team perspective, examining each hospitality department and its role in the marketing mechanism. Suitable for higher-level learners.

Kotler, P. and Armstrong, G., *Principles of Marketing*, global 17th edition, Pearson, 2018, ISBN 9781292220178

Good sections on developing an integrated marketing mix and marketing analysis. Suitable for higher-level learners.

Journals

Journal of Marketing (Sage Journals) – suitable for tutors

Journal of Hospitality Marketing & Management (Taylor and Francis) – publishes high-quality, peer-reviewed research papers, reports and book reviews for hospitality marketing and management; suitable for tutors

Websites

Pestle Analysis – this site gives real-life examples of PESTLE and SWOT analysis

CIM's Marketing and the 7Ps – a brief summary of marketing and the 7Ps by the Chartered Institute of Marketing (CIM)

Impresslve – the 7Ps of hospitality marketing

Mind Tools – this website gives an explanation and template for SWOT analysis

TED – an NGO devoted to spreading ideas of a variety of subjects, usually in the form of short (18 minutes or less) powerful talks in more than 100 languages; marketing examples are available

TED-Ed – this website has a growing library of lessons and educational videos

Videos

Two Teachers channel on YouTube – this has a number of marketing videos which include the role of marketing and the marketing mix

MarketingTeacher.com (Tim Friesner on YouTube) – provides a number of free marketing and management videos for marketing students, teachers and professionals

CAWBusiness channel on YouTube – has a short video called 'The Marketing Mix (Extended)' which outlines the 7Ps and provides an example for McDonald's

SmartDraw on YouTube – has a short video called 'SWOT Analysis – What is SWOT?' which outlines SWOT analysis

Bee Business Bee on YouTube – has a short 'PESTLE Presentation' video which outlines PESTLE analysis

Pearson is not responsible for the content of any external internet sites. It is essential for tutors to preview each website before using it in class so as to ensure that the URL is still accurate, relevant and appropriate. We suggest that tutors bookmark useful websites and consider enabling learners to access them through the school/college intranet.