# Marketing III

## August 2014

## I. <u>COURSE DESCRIPTION</u>

The Marketing III course serves as the culminating course in the School of Business Marketing track. As a prerequisite for participating in Marketing III, students have developed a deep understanding of the marketing discipline in Marketing II & I. The Marketing III course will look to strengthen these skills further by focusing on several areas of marketing that are experiencing significant growth opportunity. Additionally, at the conclusion of the year, Marketing III students will be required to complete a Capstone Portfolio, which will demonstrate their best work over their four years in the School of Business program. The following topics will be studied over the course of the school year:

**Advertising & Promotion:** This module will analyze the inner workings of the advertising industry and its role in the success or failure of a product. Through their studies students will consider advertising strategies, the growing role of celebrity promotion, and discover how public relations communicate information to consumers. Through this in-depth study of the advertising/public relations system, students will acquire the skills required to prepare for future careers in the industry.

**Digital & Social Media Strategies:** With the continued advancement in modern communications technology, businesses require marketers to have an intimate knowledge of digital and social media. This topic will provide students with the skills required to explore social media strategies facilitated by Internet, digital and mobile technologies and platforms. Students will learn how to establish realistic business and performance goals; integrate new communications platforms and technologies into existing marketing plans; systematically evaluate new technologies and delivery platforms to determine an optimal marketing mix, given objectives and available resources; and evaluate in-market results.

**Hospitality & Tourism Marketing:** This learning module will help students appreciate, develop, and manage marketing in the hospitality and travel industry sectors. The course will introduce basic concepts and skills in tourism marketing, and will address differences between tourism and other industries. Students will learn how marketing managers can position their products or destinations to capture customers.

**Business Communication:** This learning module will focus on the communications skills needed in the business environment. Students will receive a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern

business communication.  Critical thinking and problem solving skills are emphasized. Development of these skills is integrated with the use of technology.

## PCTI Curriculum Unit 1 Planner

| Content Area: | Marketing III | | Grade | 12 |
|---|---|---|---|---|
| Unit Plan Title: | Advertising & Promotion | | | |

| CCS Standards Addressed | | |
|---|---|---|
| • 9.4.12.N.(1).1,<br>• 9.4.12.N.(1).2,<br>• 9.4.12.N.(1).3,<br>• 9.4.12.N.(1).4,<br>• 9.4.12.N.(1).5,<br>• 9.4.12.N.(2).2,<br>• 9.4.12.N.(2).8,<br>• 9.4.12.N.(2).9,<br>• 9.4.12.N.(6).1,<br>• 9.4.12.N.(6).2, | • 11-12.RST.1,<br>• 11-12.RST.2,<br>• 11-12.RST.3,<br>• 11-12.RST.4,<br>• 11-12.RST.5,<br>• 11-12.RST.6,<br>• 11-12.RST.7,<br>• 11-12.RST.8,<br>• 11-12.RST.9,<br>• 11-12.RST.10, | • 11-12.WHST.1,<br>• 11-12.WHST.2,<br>• 11-12.WHST.3,<br>• 11-12.WHST.4,<br>• 11-12.WHST.5,<br>• 11-12.WHST.6,<br>• 11-12.WHST.7,<br>• 11-12.WHST.8,<br>• 11-12.WHST.9,<br>• 11-12.WHST.10 |

**Essential Questions**

- How does the advertising industry work?
- What factors influence advertising strategies?
- How does timing and placement of advertising affect the success or failure of a product?
- How do industries use public figures to promote products?
- How can public relations enhance your business?

**Anchor Text**

- *Advertising and Sales Promotion (1ˢᵗ Edition).* Ken Kaser. Cengage 2013. (ISBN: 9781111573232).

**Informational Texts**

- Not Just a Game: The Impact of Sports on U.S. Economy: http://www.economicmodeling.com/2013/07/09/not-just-a-game-the-impact-of-sports-on-u-s-economy/
- McDonalds Testing Coffee in Supermarkets: http://www.businessinsider.com/mcdonalds-testing-coffee-in-supermarket-2014-4#!K3WBk
- Why you need PR: http://www.entrepreneur.com/article/65672
- Advertising and Promotion Strategy: http://www.marketing-made-simple.com/articles/promotional-strategy.htm#.U90oWYWyx9c

**Career and Life Skills**

- Describe how companies use promotional tools to raise awareness of their product.
- Explain how advertising has changed to meet the needs of changing times.
- Describe inventions that have impacted advertising.
- Explain how the advertising industry works.
- Explain the need for creativity in advertising.

**Suggested Writing Assessments**

- **Types of Advertisements Writing Assignment:** Students will research to find an example (1 each) of a product, brand, and corporate advertisement. In a short essay, students will describe and/or display each advertisement and explain why it is an example of product, brand, or corporate advertising.
- **Public Relations Project:** The purpose of the Public Relations Project is to provide participants with the opportunity to demonstrate the skills needed in planning, organizing, implementing, and evaluating a single public relations campaign. The campaign may focus on any topic or subject of interest to the participants. An evaluation of the campaign's planning, organization, and implementation must be

included in the report. The Public Relations Project provides an opportunity for participants to do the following:

- o Develop and/or identify a theme for a public relations campaign.
- o Plan and organize a public relations campaign in their local community.
- o Implement a public relations campaign.
- o Evaluate the planning and implementation process.

*Instructors should advise students that all of the following assignments must be saved to the student's Digital Portfolio on Blackboard for later use.*

## Resources

- Textbook Instructor Resource: http://www.cengage.com/cgiwadsworth/course_products_wp.pl?fid=M20bI&product_isbn_issn=97811 11573232
- Blackboard.
- www.Entreprenuer.com
- Google Chrome Web Store.
- http://www.marketingteacher.com
- www.forbes.com
- PCTI Media Center Teacher Resources: http://library.pcti.tec.nj.us/page/teachers.htm

| Suggested Time Frame: | 10 Weeks |
|---|---|

# PCTI Curriculum Unit 2 Planner

| Content Area: | Marketing III | | Grade | 12 |
|---|---|---|---|---|
| Unit Plan Title: | Digital & Social Media Strategies | | | |

## CCS Standards Addressed

| | | |
|---|---|---|
| • 9.1.12.E.1,<br>• 9.1.12.E.2,<br>• 9.1.12.E.3,<br>• 9.1.12.E.4,<br>• 9.1.12.E.5,<br>• 9.4.12.N.(1).1,<br>• 9.4.12.N.(1).2,<br>• 9.4.12.N.(1).3,<br>• 9.4.12.N.(1).4,<br>• 9.4.12.N.(1).5,<br>• 9.4.12.N.(2).2, | • 9.4.12.N.(2).8,<br>• 9.4.12.N.(2).9,<br>• 9.4.12.N.(6).1,<br>• 9.4.12.N.(6).2,<br>• 11-12.RST.1,<br>• 11-12.RST.2,<br>• 11-12.RST.3,<br>• 11-12.RST.4,<br>• 11-12.RST.5,<br>• 11-12.RST.6,<br>• 11-12.RST.7,<br>• 11-12.RST.8, | • 11-12.RST.9,<br>• 11-12.RST.10,<br>• 11-12.WHST.1,<br>• 11-12.WHST.2,<br>• 11-12.WHST.3,<br>• 11-12.WHST.4,<br>• 11-12.WHST.5,<br>• 11-12.WHST.6,<br>• 11-12.WHST.7,<br>• 11-12.WHST.8,<br>• 11-12.WHST.9,<br>• 11-12.WHST.10 |

## Essential Questions

- How do you determine the accuracy and credibility of information found online?
- How do businesses use social media to promote their product?
- How does social media affect business communication?
- What are the characteristics, including the advantages and disadvantages, of digital communication?

## Anchor Text

- *Marketing (3rd Edition).* James L. Burrow. Cengage 2012. (ISBN# 9781133108146) (Social Media Unit).
- *The Billion Dollar Bet: Robert Johnson and the Inside Story of Black Entertainment Television.* Brett Pulley. Wiley 2004. (ISBN# 9780471735977).

## Informational Texts

- Small business makeover: Social media strategy boosts online furniture business' chances for success. http://www.miamiherald.com/2014/05/04/4094739/small-business-makeover-social.html
- Are Social Networks an Effective Business Communications Tool? http://www.information-management.com/news/are-social-networks-an-effective-business-communications-tool-10024433-1.html
- Small Business Makeover. http://www.miamiherald.com/2014/05/04/4094739/small-business-makeover-social.html
- Effective Communication. http://www.helpguide.org/mental/effective_communication_skills.htm
- How Social Media Can Effect Business
- http://nowsthetimetoask.com/?p=47
- Criteria to Evaluate the Credibility of WWW Resources. http://mason.gmu.edu/~montecin/web-eval-sites.htm
- The Future of Social Commerce: Shopping On Twitter, Pinterest and Beyond. http://www.businessnewsdaily.com/6318-future-of-social-commerce.html

## Career and Life Skills

- Describe how social media differs from traditional media, including its advantages and disadvantages.
- Identify real-world examples of marketers effectively using social media to reach customers.
- Describe the advantages and disadvantages of using digital & social media for marketing purposes.
- Demonstrate how to use popular digital & social media tools to implement marketing strategies.

| Suggested Writing Assessments |
|---|
| <ul><li>In a response essay, students should explain how social media might impact demand for a product or service. They should also address the following questions in their response: How would that change in demand affect the product's price? How else might social media impact the price of a product?</li><li>Students should research five products that could be sold entirely online. In an essay, students should describe how social media might be used to help promote the product and increase sales for each product.</li><li>**Social Media Marketing Plan Project**: In teams of two, students will become the lead social marketers for a product of their choosing.  Once a product has been selected, teams will create a social media-marketing plan for this product.  Each team's plan is to be typed in a professional "Memo" format addressed to the company's Chief Marketing Officer. Additionally, each team must develop a 10-slide PowerPoint (or Prezi) to present to the class upon the Project's completion. The components of each team's plan should detail the following:<ul><li>Explain how social media might help reach a specific market segment.</li><li>Describe in detail how they plan to use social media to help promote their product. Which social media networks will they use?  Why were these social media networks selected?  How will you advertise on each?  How will their social media strategy increase sales?</li></ul></li><li>Research Paper on Robert Johnson Biography.</li></ul>***Instructors should advise students that all of the following assignments must be saved to the student's Digital Portfolio on Blackboard for later use.*** |
| **Resources** |
| <ul><li>Textbook Instructor Resource: http://www.cengage.com/cgiwadsworth/course_products_wp.pl?fid=M20bI&product_isbn_issn=9781133108146</li><li>Blackboard.</li><li>www.Entreprenuer.com</li><li>Google Chrome Web Store.</li><li>Sample Marketing Plan: http://college.cengage.com/business/pride/foundations/2e/resources/pf_found_sample_mkt_plan.pdf</li><li>http://www.marketingteacher.com</li><li>www.forbes.com</li><li>PCTI Media Center Teacher Resources: http://library.pcti.tec.nj.us/page/teachers.htm</li></ul> |
| **Suggested Time Frame:** | 10 weeks |

# PCTI Curriculum Unit 3 Planner

| Content Area: | Marketing III | | Grade | 12 |
|---|---|---|---|---|
| Unit Plan Title: | Hospitality & Tourism Marketing | | | |

## CCS Standards Addressed

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|---|---|---|
| • 9.4.12.N.(1).1,<br>• 9.4.12.N.(1).2,<br>• 9.4.12.N.(1).3,<br>• 9.4.12.N.(1).4,<br>• 9.4.12.N.(1).5,<br>• 9.4.12.N.(2).2,<br>• 9.4.12.N.(2).8,<br>• 9.4.12.N.(2).9,<br>• 9.4.12.N.(4).1,<br>• 9.4.12.N.(4).3,<br>• 9.4.12.N.(4).4, | • 9.4.12.N.(4).10,<br>• 9.4.12.N.(6).1,<br>• 9.4.12.N.(6).2,<br>• 11-12.RST.1,<br>• 11-12.RST.2,<br>• 11-12.RST.3,<br>• 11-12.RST.4,<br>• 11-12.RST.5,<br>• 11-12.RST.6,<br>• 11-12.RST.7,<br>• 11-12.RST.8, | • 11-12.RST.9,<br>• 11-12.RST.10,<br>• 11-12.WHST.1,<br>• 11-12.WHST.2,<br>• 11-12.WHST.3,<br>• 11-12.WHST.4,<br>• 11-12.WHST.5,<br>• 11-12.WHST.6,<br>• 11-12.WHST.7,<br>• 11-12.WHST.8,<br>• 11-12.WHST.9,<br>• 11-12.WHST.10 |

## Essential Questions

- What are the differences between services and traditional marketing?
- How do customer preferences impact the hospitality and travel industry?
- How does the tourism industry use consumer experiences and interest to promote travel?
- What is the importance of ethics in the hospitality and travel industry?
- How does the travel industry use major events and holidays to increase prices and profits?

## Anchor Text

- *Hospitality and Travel Marketing (4th Edition).* Alastair M. Morrison. Cengage 2010. (ISBN: 9781418016555).

## Informational Texts

- What Makes Foreign Traveler Tick. http://www.totabc.org/corporateSite/resources/news/what-makes-foreign-traveller-tick/
- How the Travel and Tourism Industry has Developed since the Year 1945. http://wiki.answers.com/Q/How_the_travel_and_tourism_industry_has_developed_since_the_year_1945
- 2014 Outlook on Travel Tourism and Hospitality. http://www.deloitte.com/view/en_US/us/Industries/travel-hospitality-leisure/38b4fa3b5791b310VgnVCM2000003356f70aRCRD.htm

## Career and Life Skills

- Explain the meaning of services marketing.
- Explain the hospitality and travel marketing system.
- Describe how research is used in each step of the hospitality and travel marketing system.
- Describe the major demand and supply trends influencing today's hospitality and travel industry.
- Describe the recent trends in the segmentation practices of the hospitality and travel industry.
- Identify the two main groups of people involved in hospitality and travel marketing and explain how they interact.
- Describe the concepts of service orientation and service culture.
- Explain the importance of employee recruitment, selection, orientation, training, and motivation programs in delivering service quality.

**Suggested Writing Assessments**

- **Marketing Strategies & Positions:** The purpose of this exercise is to examine the marketing strategies and positioning approaches of the world's top ten cruise lines.
  - o Connect to and review the following cruise line sites on the Web.
  - o From what you can see on the Websites, which specific markets are each of the cruise lines targeting and what type of marketing strategy by focus do these represent?
  - o What is each cruise line doing to position itself and what is its positioning approach and statement?
  - o What steps are taken by each cruise line to build or enhance their relationships with both cruisers and travel agents?
    - ▪ Website Addresses of cruise lines:
      - Carnival http://www.carnival.com/
      - Costa Cruises http://www.costacruises.com/
      - Cunard Line http://www.cunardline.com/
      - Holland America http://www.hollandamerica.com/
      - Princess Cruises http://www.princesscruises.com/
      - AIDA (German cruise line) http://www.cruisecritic.com/reviews/cruiseline.cfm?CruiseLineID=103
      - P&O Cruises http://www.pocruises.com/
      - Ocean Village http://www.oceanvillageholidays.co.uk/
      - The Yachts of Seabourn http://www.seabourn.com/
      - P&O Cruises Australia http://www.pocruises.com.au/html/
- **Design a Restaurant Project:** In teams of 4, students will create their own restaurant in the Georgetown, Washington D.C area. They will be responsible for selecting the location, the design of the restaurant, the restaurant's theme, creating the menu, inventory required of the restaurant, and how many employees they would need to hire. Additionally, students must develop their marketing strategy for this restaurant. Students must develop a final written report detailing their restaurant and 10-slide PowerPoint to present to the class. For each team, students will each select a role to complete their tasks:
  - o The Architect/Designer: Tasked with developing a universal design including: accessibility, location of components (kitchen, bar, restrooms, tables, etc.) and building location to rent.
  - o The Culinary Expert: Tasked with developing a menu in line with the theme of the restaurant.
  - o The General Manager: Decides which employees need to be hired, inventory for the restaurant (tables, Chairs, silverware, etc.), and restaurant marketing strategy.
  - o The Accountant: Tasked with researching the prices of operation (rent, food cost, wages, and inventory costs) and developing an estimated income statement & balance sheet for the 1st year of operation.

*Instructors should advise students that all of the following assignments must be saved to the student's Digital Portfolio on Blackboard for later use.*

**Resources**

- Textbook Instructor Resource: http://www.delmarlearning.com/companions/index.asp?isbn=1418016551
- Blackboard.
- www.Entreprenuer.com
- Google Chrome Web Store.
- http://www.marketingteacher.com
- www.forbes.com

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| • PCTI Media Center Teacher Resources: http://library.pcti.tec.nj.us/page/teachers.htm | |
| **Suggested Time Frame:** | 10 weeks |

# PCTI Curriculum Unit 4 Planner

| Content Area: | Marketing III | | Grade | 12 |
|---|---|---|---|---|
| Unit Plan Title: | Business Communication / Capstone Marketing Portfolio Project | | | |

## CCS Standards Addressed

- 9.1.12.E.1,
- 9.1.12.E.2,
- 9.1.12.E.3,
- 9.1.12.E.4,
- 9.1.12.E.5,
- 9.4.12.N.(1).1,
- 9.4.12.N.(1).2,
- 9.4.12.N.(1).3,
- 9.4.12.N.(1).4,
- 9.4.12.N.(1).5,
- 9.4.12.N.(2).2,
- 9.4.12.N.(2).8,

- 9.4.12.N.(2).9,
- 9.4.12.N.(6).1,
- 9.4.12.N.(6).2,
- 11-12.RST.1,
- 11-12.RST.2,
- 11-12.RST.3,
- 11-12.RST.4,
- 11-12.RST.5,
- 11-12.RST.6,
- 11-12.RST.7,
- 11-12.RST.8,
- 11-12.RST.9,

- 11-12.RST.10,
- 11-12.WHST.1,
- 11-12.WHST.2,
- 11-12.WHST.3,
- 11-12.WHST.4,
- 11-12.WHST.5,
- 11-12.WHST.6,
- 11-12.WHST.7,
- 11-12.WHST.8,
- 11-12.WHST.9,
- 11-12.WHST.10

## Essential Questions

- What are the issues and challenges of communication in a changing business environment?
- How do businesses modify communication to meet the needs of current or potential customers?
- What skills contribute to effective communication for employers to employees?
- Why is communication important to the success of an organization?
- What elements are included in a professional portfolio?

## Anchor Text

- *Strategic Management Communication for Leaders (3rd Edition).* **Robyn Walker**. Cengage 2015. (ISBN: 9781133933755).

## Informational Texts

- The Great 8 Challenges Business Faces. http://www.forbes.com/sites/cherylsnappconner/2013/03/04/the-8-great-challenges-every-business-faces-and-how-to-master-them-all/#./?&_suid=139956296369705143507890276624
- Ten Steps to Effective Listening. http://www.forbes.com/sites/cherylsnappconner/2013/03/04/the-8-great-challenges-every-business-faces-and-how-to-master-them-all/#./?&_suid=139956296369705143507890276624
- Effective Communication. http://www.helpguide.org/mental/effective_communication_skills.htm

## Career and Life Skills

- Define strategic communication and differentiate between strategy and tactics.
- Understand why strategic communication is critically important in today's rapidly changing world and organizational environment.
- Approach communication from a more complex perspective that embraces a strategic and ethical focus.
- Identify the four purposes of business communication.
- Discuss general types of business audiences and their needs.
- Learn about the elements that affect the quality of communication that occurs within an organization.

## Suggested Writing Assessments

- **Modern Communications Assignment:** Students will conduct research on the effects of globalization on organizations, focusing on communication issues. Students will write a report that summarizes their findings and provide recommendations to today's leaders and managers in terms of best communication practices.

- **Capstone Marketing Portfolio Project:** Each student should prepare a final portfolio comprising of their best work for the following assignments (all elements of the portfolio should have been saved in their digital portfolio from prior years' required work):
    1. An advertisement for a product (9th grade).
    2. Product Promotion Report (10th grade).
    3. Distribution Plan (10th grade).
    4. Pricing Plan (10th grade).
    5. Social Networking Project (11th grade).
    6. Store Front Design Project (11th grade).
    7. Capstone Marketing Campaign (11th grade).
    8. Public Relations Project (12th grade).
    9. Design a Restaurant Project (12th grade).
    10. Updated Cover Letter/Resume/Certifications earned (12th grade).

*Instructors should advise students that all of the following assignments must be saved to the student's Digital Portfolio on Blackboard.*

| Resources |
| --- |
| <ul><li>Textbook Instructor Resources: http://www.cengage.com/cgiwadsworth/course_products_wp.pl?fid=M20bI&product_isbn_issn=9781133933755</li><li>Blackboard.</li><li>www.Entreprenuer.com</li><li>Google Chrome Web Store.</li><li>http://www.marketingteacher.com</li><li>www.forbes.com</li><li>PCTI Media Center Teacher Resources: http://library.pcti.tec.nj.us/page/teachers.htm</li></ul> |

| Suggested Time Frame: | 10 weeks |
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## III. __Methods of Student Evaluation (including assessment and evaluation)__

To determine whether the learning objectives have been met, a combination of formal and informal assessment methods is used.

Formal Assessment:

- Multiple choice exams.
- Calculations.
- Essays.
- Short-answer or problem solving exam.
- Research paper.
- Performance based.
- Oral presentations.
- Comprehensive portfolio.
- Projects.

Informal Assessment:

- Teacher observations.
- Questioning.
- Do Now and Exit Slip tickets.
- Peer teaching.
- 5 Minute Quiz.
- Notebook/Journal reflections.

## IV. __Instructional Strategies Based on Instructional Goals (Applying Universal Design for Learning)__

A combination of various instructional strategies is used based on students learning styles and the subject content. Examples of those strategies are:

- Collaborating with teammates to complete projects.
- Discussing text materials, newspaper articles, supplementary materials, PowerPoint presentations and videos.
- Reading materials from a variety of reliable sources.
- Interviewing industry experts.
- Role playing authentic situations: business meeting, job interview, customer complaints, etc.
- Watching and responding to videos and presentations.
- Brainstorming to solve critical issues in the project.
- Journal writing.
- Free writing in response to written, visual materials and oral presentations.
- Researching current economic, finance, and marketing events.
- Researching solutions to authentic problems.
- Debating business ethics crisis.
- Providing peer with constructive feedback.

## V. SCOPE AND SEQUENCE

| SKILLS TO BE LEARNED | I = Introduce<br><br>D = Develop in Depth<br><br>R = Reinforce<br><br>M = Master |
|---|---|
| Describe how companies use promotional tools to raise awareness of their product. | R,M |
| Explain how advertising has changed to meet the needs of changing times. | R,M |
| Describe inventions that have impacted advertising. | R,M |
| Explain how the advertising industry works. | R,M |
| Describe how social media differs from traditional media. | D,R,M |
| Identify real-world examples of marketers effectively using social media to reach customers. | I,D,R,M |
| Describe the advantages and disadvantages of using digital & social media for marketing purposes. | D,R,M |
| Demonstrate how to use popular digital & social media tools to implement marketing strategies. | I,D,R,M |
| Explain the meaning of services marketing. | I,D |
| Explain the hospitality and travel marketing system. | I,D |
| Describe how research is used in each step of the hospitality and travel marketing system. | I,D |
| Describe the major demand and supply trends influencing today's hospitality and travel industry. | I,D |
| Describe the recent trends in the segmentation practices of the hospitality and travel industry. | I,D |

| | |
|---|---|
| Identify the two main groups of people involved in hospitality and travel marketing and explain how they interact. | I,D |
| Describe the concepts of service orientation and service culture. | I,D |
| Explain the importance of employee recruitment, selection, orientation, training, and motivation programs in delivering service quality. | I,D |
| Define strategic communication and differentiate between strategy and tactics. | I,D |
| Understand why strategic communication is critically important in today's rapidly changing world and organizational environment. | I,D |
| Approach communication from a more complex perspective that embraces a strategic and ethical focus. | I,D |
| Identify the four purposes of business communication. | I,D |
| Discuss general types of business audiences and their needs. | I,D |
| Learn about the elements that affect the quality of communication that occurs within an organization. | I,D |

# VI. Marketing III Student Proficiencies Handout

**Course Description:**

The Marketing III course serves as the culminating course in the School of Business Marketing track. As a prerequisite for participating in Marketing III, students have developed a deep understanding of the marketing discipline in Marketing II & I. The Marketing III course will look to strengthen these skills further by focusing on several areas of marketing that are experiencing significant growth opportunity. Additionally, at the conclusion of the year, Marketing III students will be required to complete a Capstone Portfolio, which will demonstrate their best work over their four years in the School of Business program. The following topics will be studied over the course of school year:

**Advertising & Promotion:** This module will analyze the inner workings of the advertising industry and its role in the success or failure of a product. Through their studies students will consider advertising strategies, the growing role of celebrity promotion, and discover how public relations communicate information to consumers. Through this in-depth study of the advertising/public relations system, students will acquire the skills required to prepare for future careers in the industry.

**Digital & Social Media Strategies:** With the continued advancement in modern communications technology, businesses require marketers to have an intimate knowledge of digital and social media. This topic will provide students with the skills required to explore social media strategies facilitated by Internet, digital, and mobile technologies and platforms. Students will learn how to establish realistic business and performance goals; integrate new communications platforms and technologies into existing marketing plans; systematically evaluate new technologies and delivery platforms to determine an optimal marketing mix, given objectives and available resources; and evaluate in-market results.

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**Business Communication:** This learning module will focus on the communications skills needed in the business environment. Students will receive a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct written expression to modern business communication. Critical thinking and problem solving skills are emphasized. Development of these skills is integrated with the use of technology.

# Marketing III

**Proficiencies:**
Upon successful completion of this course, students will be able to:

1. Describe how companies use promotional tools to raise awareness of their product.
2. Explain how advertising has changed to meet the needs of changing times.
3. Describe inventions that have impacted advertising.
4. Explain how the advertising industry works.
5. Describe how social media differs from traditional media.
6. Identify real-world examples of marketers effectively using social media to reach customers.
7. Describe the advantages and disadvantages of using digital & social media for marketing purposes.
8. Demonstrate how to use popular digital & social media tools to implement marketing strategies.
9. Explain the meaning of services marketing.
10. Explain the hospitality and travel marketing system.
11. Describe how research is used in each step of the hospitality and travel marketing system.
12. Describe the major demand and supply trends influencing today's hospitality and travel industry.
13. Describe the recent trends in the segmentation practices of the hospitality and travel industry.
14. Identify the two main groups of people involved in hospitality and travel marketing and explain how they interact.
15. Describe the concepts of service orientation and service culture.
16. Explain the importance of employee recruitment, selection, orientation, training, and motivation programs in delivering service quality.
17. Define strategic communication and differentiate between strategy and tactics.
18. Understand why strategic communication is critically important in today's rapidly changing world and organizational environment.
19. Approach communication from a more complex perspective that embraces a strategic and ethical focus.
20. Identify the four purposes of business communication
21. Discuss general types of business audiences and their needs.
22. Learn about the elements that affect the quality of communication that occurs within an organization.