

5.0 MARKETING

5.8 Hotel And Lodging (S): Students will understand operational, marketing, and management functions related to hotel and lodging facilities. They will demonstrate competency by applying knowledge of operational, marketing, and management strategies and practices to hotel operation situations.

5.8.1 Business Foundations—define characteristics of standard service levels as they relate to target market: determine market positioning based on location, demographics, size, and service level

5.8.2 Event Planning—discuss the ways in which catering, banquet, room service and restaurant operations contribute to the marketing and sales functions

5.8.3 Front Office—define and demonstrate sales strategies used in front office operations

5.8.4 Guest Relations—justify guest service options that are appropriate for different types of service levels, target markets, and guest situations

5.8.5 Hotel and Lodging Marketing—develop a marketing plan based upon research, analysis, and forecasting strategies

5.8.6 Human Resources—explain the ways in which recruiting, training, and evaluating personnel affect management, guest services, and marketing of the facilities

5.8.7 Operational Systems—explain the functions of security and key control, safety and sanitation, housekeeping, hazardous waste, maintenance, and engineering