

Access to Higher Education Unit

This unit forms part of an Access to HE Diploma. If delivering the graded version of this unit, please refer to the Provider Handbook for details on grading descriptors and the application of these across units within your programme.

Unit Title: Sales and Marketing in Hospitality

Graded Unit Reference Number: GA33HOS07

Ungraded Unit Reference Number: UA33HOS07

Module: Hospitality Management

Level: Three (3)

Credit Value: Three (3)

Minimum Guided Learning Hours: 30

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand marketing theories in the hospitality industry	1.1 Describe the factors that affect the hospitality market
	1.2 Describe the purpose and features of a competitor analysis
	1.3 Describe the concept of the marketing mix and the use of market segmentation to define marketing objectives
	1.4 Explain the different methods of collecting market research data and their uses
	1.5 Explain the use of branding and positioning as strategic tools
	1.6 Analyse the link between marketing strategies, marketing plans, business plans and corporate strategies
2. Understand the principles of selling in the hospitality industry	2.1 Describe the relationship between sales and marketing
	2.2 Describe the stages of the sales cycle and their impact on sales
	2.3 Explain how to identify buyers and their buying motivations

2.4 Distinguish between features and benefits of a product or service

2.5 Describe the use of sales targets and stages and techniques for selling

2.6 Discuss the impact of social media platforms in marketing hospitality services and products