

Access to H.E. National Programme Unit



Unit Title	Sales and Marketing in Hospitality		
Graded Unit Code:	GA33HOS07	Ungraded Unit Code:	UA33HOS07
Pathway(s)	Hospitality, Leisure and Tourism		
Module(s)	Hospitality Management		
Level	3	Credit Value	3
Valid from:	1 st August 2019	Valid to:	31 st August 2024

The following QAA grade descriptors must be applied if you are delivering the graded version of this unit:

1	Understanding of the subject
4	Use of information
7	Quality

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	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

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
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