<table>
<thead>
<tr>
<th>Specific Curriculum Outcomes:</th>
<th>Suggestions for Teaching/Learning:</th>
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<td>Students will be expected to:</td>
<td>Using the recommended text book, the teacher explains the definition of marketing, the principles of marketing and the marketing mix.</td>
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- understand the impact of marketing strategies:
  - Definition of marketing
  - Principles of marketing
  - Segmentation
  - Target Groups
  - Marketing Mix (P’s)
  - Integrated Marketing Communications (IMC)

- understand and identify changing trends in the Hospitality and Tourism Industry

- understand the role of technology in the Hospitality and Tourism Industry

- Students create a one-page biography on a well-known marketing pioneer, with reference to the Hospitality and Tourism Industry. (Appendix B)

- Students list slogans they hear on radio or see on television that portray some aspect of tourism marketing.

- Students identify marketing characteristics associated with slogans used by various tourism industries.

- Students develop unique advertisements and/or slogans that depict local tourism features.

- Students identify current trends, creating a scrapbook of newspaper clippings based on the Industry.

- Students briefly summarize newspaper clippings to identify current trends in the industry.

- Using the Internet, students investigate various reservations systems. (Appendix B – Sample CRS activity)
HOSPITALITY AND TOURISM 110

GCO 3 Demonstrate an understanding of marketing strategies, trends and technology as it relates to hospitality and tourism

Suggestions for Assessment:

- Students distinguish between the four ways to market products based on advertisements. (The Marketing Mix)

- Students create a way to market an aspect of tourism within their own community. The emphasis is on the marketing mix. For example, restaurants, new construction, walking tours and/or student-generated ideas.

- Students create a marketable souvenir for visiting tourists.

- Students compare and contrast advertisements in local newspapers and magazines, placing an emphasis on market segmentation and location within the newspaper or magazine.

- Students produce a completed scrapbook with clippings and a brief description of each article. Teachers will assign criteria for the completed project. Assessment Criteria: organization, arrangement, content, colour, use of captions and workmanship.

- Students research common computer reservations systems available in the Hospitality and Tourism Industry and answer questions created by the teacher. (Appendix B – Sample CRS activity)

Resources:

- Recommended Textbook:
  
  
  ISBN: 0-13-120126-3

  (Online Hospitality and Tourism 110 course available through www.gnb.ca/0000/as/dl-e.asp contact the distance facilitator for access)

- *Hospitality and Tourism Marketing*. Allistair Morrison (Delmar Publishing) 2nd Ed.
  

  
  ISBN 0-471-29392-x

- *Tourism Economics*. Donald E. Lundberg. John Wiley & Sons
  

- NB Tourism Video- *New Wave of Adventure*
  
  
  ISBN 0-8448-1743-0

  
  ISBN 0-442-02478-9

  
  ISBN: 0-17-616966-0

Appendix B