

School of Business

Course Code : SOBO1001

Course Name: Hospitality Services Sales & Marketing

MARKETING



Reference:

1	Marketing Management: Concept and Cases-Dr. Raj Kumar and Nidhi Goel, Published by UDH Books
2	A textbook of Tourism and Hospitality Management –KCK Rakesh Kadam, VRK Shaifalee and VRK Chaniekaa. Published by UDH Books
3	Hotel & Food Service Marketing- Francis Buttle
4	Marketing Hospitality, By Cathy H.C. Hsu and Tom Powers Published By Wiley
5	Hospitality Sales A Marketing Approach by Margaret Shaw Published By Wiley

What is marketing?

Marketing is the process of developing, promoting, and distributing products to satisfy customers' needs and wants.



The Marketing Mix

The marketing mix consists of four basic marketing strategies known as the 4 P's.

- Product
- Promotion
- Place
- Price

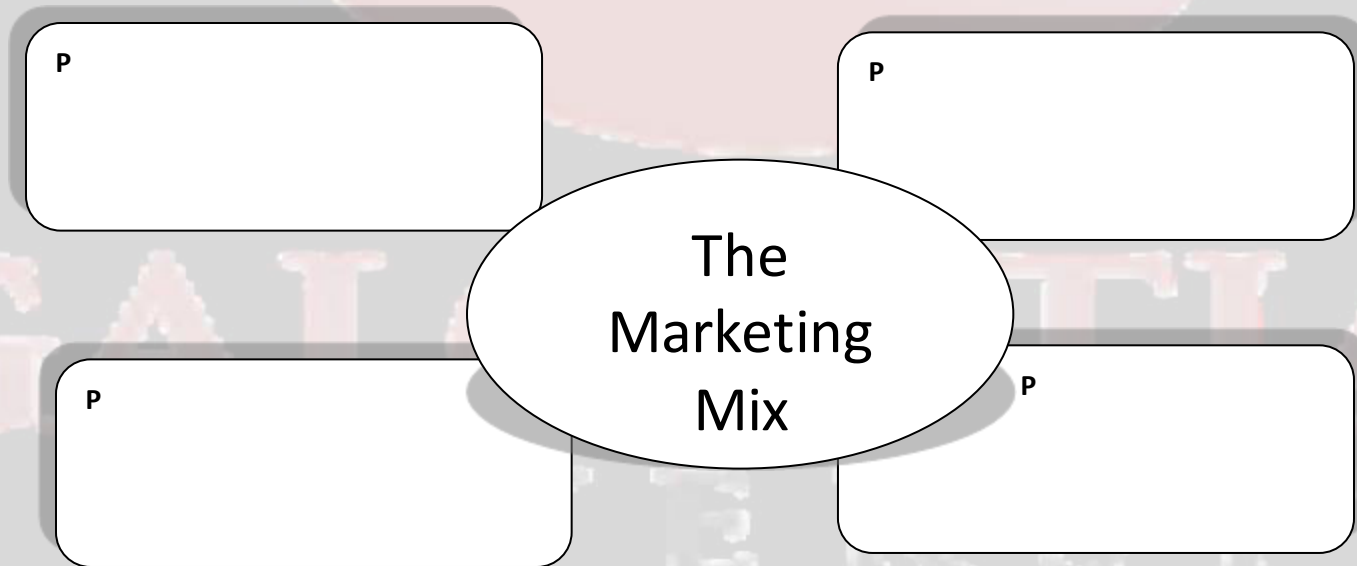


The 4 P's of Marketing explained

Product	Promotion	Place	Price
<ol style="list-style-type: none">1. Is there a demand for the product or service?2. How to make the product appeal to consumer3. Packaging— includes the design, color, size, and brand names	<ol style="list-style-type: none">1. Making customers aware of a product2. Advertising3. Coupons4. Rebates5. Sales6. Free give aways7. Publicity	<ol style="list-style-type: none">1. Distribution is getting the right product to the right place at the right time in the right amount and in the right condition2. Storage3. Warehousing4. Transporting	<ol style="list-style-type: none">1. How much are customers willing to pay?2. Is the price competitive with other products?3. Can the company make a profit?

The Marketing Mix – 4 P's

- Complete Worksheet 1 – The Marketing Mix Graphic Organizer. List and define the 4 P's.



Grab bag product development

- Organize into teams of 4 to 5 students. Grab a bag from your teacher. The bag is filled with several different items. Your challenge is to create a new product using the items in your bag. You do not have to use all of the items in the bag, but you are limited to what is in it.



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Product Development

- Step 1: Look at the items in your bag. Begin to generate ideas of what product you can develop. Be creative! Workers often get together to think of new products. This is called brainstorming.
- Complete Worksheet #2 – Product Development



Create Product

- Create your product now.



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Company Name



- Creating a winning company name takes some thought but is one of the most important things you'll do during the process of starting a company.
- So how do you create a winning company name? Get together for a company name brainstorming session. Many company names are incorporated into the logo. Work through these five rules for choosing a company name:

5 rules for choosing a company name.

- A winning company name has to be memorable – but easy to spell.
- A winning company name needs a visual element.
- A winning company name should have a positive connotation.
- A winning company name may include information about what your company does.
- A winning company name has to be fairly short.



Logos

- The word logo means: a name, symbol or trademark designed for easy recognition. A logo is a graphical representation of the company. It consists of symbols, illustrations and / or graphic print design. The logo should attract attention. It produces a first impression of your product.
- How many logos are you familiar with on this slide?



Logos

- Create your company name and logo now Keep in mind the 5 Principles of effective Logo Design. (Worksheet #3)

**5 Principles
of Effective
Logo Design**

Simple

Memorable

Timeless

Versatile

Appropriate

Target Market

- A specific group of consumers at which a company aims its products and services is called a target market. Your target customers are those who are most likely to buy from you.

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How to identify your target market

- Ask some of these questions when identifying your target market:
- Are your target customers male/female or both?
- How old are they?
- Where do they live? Is geography a limiting factor for any reason?
- What do they do for a living?
- How much money do they make? This is most significant if you're selling relatively expensive or luxury items.
- What other aspects of their lives matter? If you're launching a roof-tiling service, your target customers probably own their homes.
- What are they willing to pay for your product?

Market Research Example

Thank you for being part of our research group. Your answers will directly effect a new product that is scheduled to come out in the Fall.

If you have any questions please give us a call!

The first page will go over basic demographic information. Please fill it in as completely as possible.

1. What age range do you fit into?

- 18- 24 year olds
- 25- 29 year olds
- 30- 36 year olds
- 37- 45 year olds
- 46- 52 year olds

Complete Target Market Survey

- Identify your target market. Complete worksheet #4 in Excel.

TARGET MARKET SURVEY Worksheet #4

Company Name: Transforms
 Product Name: The Wand (when running the wand over clothes it changes to a different outfit)

Survey at least 10 class members regarding your product. Ask students if your product is suited towards a particular gender, age group, and price range. You may change age group ranges if needed. Determine 3 different price ranges and type them in the fields below. Type a 1 in the columns that best completes the answer. If the product is for an older population, students would state whether a parent or sibling might buy the product. Sum totals in row 18. Complete the worksheet.

Gender		Age group of potential customers			Price Range			Would Purchase	
Male	Female	10-20	21-30	31 and up	\$40-\$50	\$51-\$60	\$61-\$80	Yes	No
1		1			1			1	
1		1				1		1	
1		1			1		1	1	
	1	1					1	1	
1		1					1	1	
	1	1					1	1	
			1			1			1
				1			1		1
		1			1			1	
1			1		1			1	
5	5	7	2	1	4	2	5	8	2

Advertising

- Now the target market survey is complete you are ready to create an advertisement.
- Why do companies advertise? To promote their products and services.
- There are many forms of advertisements including newspapers, magazines, TV, radio, bill boards, flyers, web, etc.
- After analyzing your target market survey, create an advertisement aimed at your customers.



Creating Advertisements

- Catchy slogans are great forms of advertisement.
- Your logos can also be used as advertisement.
- Advertisements need to catch the interest of the target market and create a desire for consumers to buy your product!



Logos and Slogans

- Complete Worksheet #5 – Logos and Slogans
- Complete Worksheet #6 – Create your team slogan



The Ultimate
Driving Machine

WAL★MART
ALWAYS LOW PRICES

Always.

adidas

impossible is nothing

Create a Print Advertisement

- Create an advertisement for your product in Microsoft Office Publisher or Word.
- Refer to the 4 P's. Use words and graphics to identify and explain how the product fits into the 4 P's.
- Use an 8.5 X 11 inch paper.
- Include a picture of your product on the poster.
- Include your company name, logo, and slogan.
- Use the Print Ad Rubric, for guidelines.



Commercials




- Create a commercial advertising your product.
- Your commercial should be only one minute long and may be videotaped.
- This will be presented in front of the class.

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Commercial

- Complete Worksheet #8
- Use the #9 Commercial Video Rubric for guidelines while planning and producing your commercial.
- Produce commercial.
- Present commercial to class.
- **GOOD LUCK!**





Your marketing unit is now complete! Assemble the packet and turn in with cover sheet on top and all assignments in order.

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Bibliography

□ Thanks

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