

Learning Objectives:

Marketing Management, Evaluation, and Control

- 1. Define marketing management and list its five components.**
- 2. Explain the benefits of marketing management.**
- 3. Describe the five different methods of organizing a marketing department.**
- 4. Explain the steps and procedures involved in staffing and managing marketing personnel.**

Learning Objectives: Chapter 20

Marketing Management, Evaluation, and Control

- 5. List the unsophisticated and sophisticated approaches to setting marketing budgets and identify the most effective method.**
- 6. Describe the building-block procedure for setting a marketing budget and explain its benefits.**

Learning Objectives: Chapter 20

Marketing Management, Evaluation, and Control

- 7. Define marketing control and marketing evaluation.**
- 8. Describe the process used to control the marketing plan.**
- 9. List and explain the techniques available for marketing evaluation.**

Marketing Management



Marketing management includes all the activities necessary to plan, research, implement, control, and evaluate the marketing efforts of a hospitality and travel organization.

Five Components of Marketing Management



- a. Planning**
- b. Research**
- c. Implementation**
- d. Control**
- e. Evaluation**

Benefits of Marketing Management

- a. Marketing efforts are accomplished in a well-planned, systematic way**
- b. An adequate amount of marketing research and other marketing information is generated**
- c. Marketing weaknesses are quickly spotted and corrected**
- d. Funds and human resources available for marketing are used as efficiently and effectively as possible**

Benefits of Marketing Management

- e. Marketing efforts are always under careful scrutiny; it is always felt that there is room for improvement**
- f. The organization is in a better position to adapt to change among customers and competition, and in the industry**
- g. Marketing is better integrated into all the organization's activities and within its various departments**

Benefits of Marketing Management

- h. Marketing personnel and other staff members are more highly motivated toward achieving marketing objectives**
- i. There is a much clearer understanding of marketing results, good and bad, and the reasons for successes and failures**
- j. There is definite accountability for marketing**

Different Methods of Organizing a Marketing Department

- a. Marketing and promotional mix elements**
- b. Facilities or services**
- c. Geography**
- d. Customer groupings**
- e. A combination of two of the above four criteria**

Steps and Procedures in Staffing and Managing Marketing Personnel



- a. Recruiting and hiring**
- b. Orientation and training**
- c. Motivation, coordination, and communication**

Unsophisticated Budgeting Approaches



- a. Arbitrary and affordable approach**
- b. Percentage-of-sales or rule-of-thumb approaches**
- c. Competitive-parity approach**

Sophisticated Budgeting Approaches



- a. The "building block" procedure**
- b. Objective-and-task approach**
- c. Zero-based budgeting approaches**
- d. Other approaches**

“Building-Block” Procedure

- 1. Allocate a tentative, overall budget to marketing or the marketing department.**
- 2. Determine the marketing objectives.**
- 3. Set objectives for each promotional mix element that are based on the marketing objectives.**

“Building-Block” Procedure

- 4. Tentatively split the overall budget allocation between communications (the promotional mix) and administrative and other expenses.**
- 5. Divide the tentative communications budget on a provisional basis among advertising, sales promotion, personal selling, and public relations and publicity.**

“Building-Block” Procedure

- 6. Develop the marketing plan, specifying all the activities and tasks required for advertising, sales promotion, personal selling, and public relations and publicity.**
- 7. Determine the final allocations for advertising, sales promotion, personal selling, and public relations and publicity, and administrative and other elements, based on the activities included in the marketing plan.**

Definition of Marketing Control



Steps that an organization takes to ensure that its marketing plans are successful.

Definition of Marketing Evaluation

Techniques used after the marketing plan period to analyze success in achieving individual marketing objectives and to more broadly assess the entire organization's marketing efforts

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 Chainicka. 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

Control Process for the Marketing Plan

- a. Setting standards based on plans**
- b. Measuring performance against standards**
- c. Correcting deviations from standards and plans**

Marketing Evaluation Techniques

- a. Sales analysis**
- b. Market-share analysis**
- c. Marketing cost and profitability analysis**
- d. Efficiency ratios**
- e. Marketing-effectiveness rating review**
- f. Marketing audit**

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