



Universidad de Sta. Isabel
BS HOSPITALITY MANAGEMENT
Naga City



MODULE 1
FUNDAMENTALS IN LODGING OPERATIONS

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LESSON: Sales and Marketing Department

OBJECTIVES:

1. Discuss the importance and functions of sales and marketing department
2. Outline the Organizational Chart of sales and marketing department and its duties and responsibilities
3. Discuss marketing mix

OVERVIEW

Responsible for guiding and leading other departments in developing, producing, fulfilling and a servicing products or services for their customers.

Responsibilities

- Responsible for building the image of the organization among customers
- Responsible for putting an effective sales and marketing plan
- Responsible for carrying out market research product development campaign, etc.
- Responsible for finding new segment in the market
- Responsible for bringing business and helping out finance department to achieve the set targets

*Sales & Marketing Dept.
Structure*



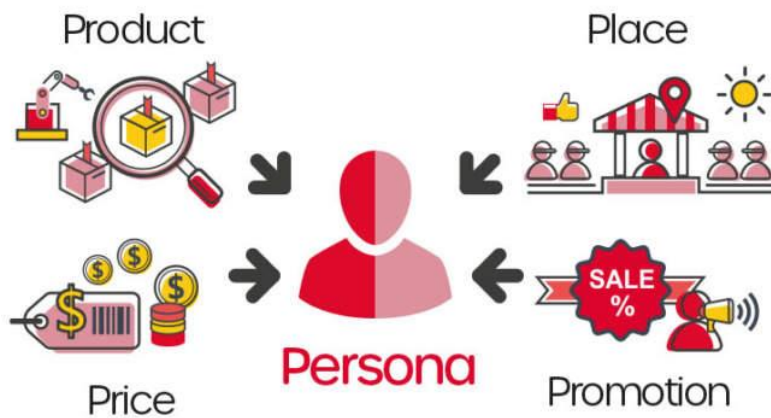
Key factors to develop lean and targeted marketing plan for hotels

- Begin by developing a client profile for each market by season
- Use electronic distribution channels and manage the heck out them
- Develop a public relations plan within your marketing plan
- Develop your own customer relationship management program
- Develop cost effective mailing pieces targeted to past guest and potential guest that your profile for the period of time or promotion that you have developed

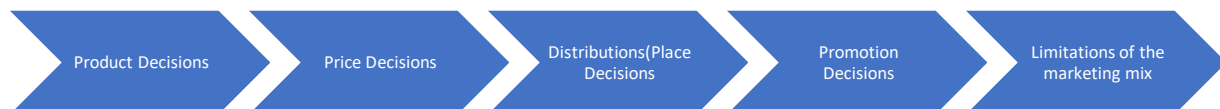
4Ps or marketing categories

- Product
- Price
- Place (Distribution)
- Promotion

Engaged 5P Marketing Mix



6 cycle of marketing mix






ACTIVITY:

BE CREATIVE AND INNOVATIVE!

- ✓ Create a one-page marketing strategy of your desired future business.

EXAMPLE

Marketing Plan  STARBUCKS®		<i>Get2Growth</i> 
Audience	Strategies	Activities
Target Persona Urbanites on-the-go Men & women aged 25 – 40 Affluent professionals; high-income (\$90K) Aware of social status Technology early-adopters Heavy mobile users Environmentally & socially conscious Read a lot and stay up on news and trends Laid back but driven; flexible to change 	Marketing Goals 1. Increase global active (use monthly) Rewards members by +10% year-on-year 2. Grow same store footfall by +3% year-on-year 3. Increase food sales mix to 22.5% (from 21% in 2017) 4. Increase Mobile-Order-&Pay to 15% of US transactions by Q4 2018 (from 12% Q2 2018)	Marketing Channels • In-store environment • Mobile app • Mobile platforms & advertising • Social: Facebook, Twitter, Instagram • Music streaming services: Spotify, SoundCloud • Outdoor advertising
Customer Journey 1. Anticipate – Office, Car → Online/Mobile/Radio 2. Enter – Walk-In → Outdoor/Mobile 3. Engage – Line, Order, Pay, Sit, Drink, Work → In-store/Mobile/Music Streaming 4. Exit – Pack-Up, Walk Out → In-store/Outdoor 5. Reflect – Car → Outdoor/Radio	Key Strategies 1. Move focus from short-term promotions to sustained personal relationships with customers 2. Expand Mobile-Order-&Pay capabilities (including non-Rewards members) & usage 3. Expand Starbucks Reserve Roasteries to create quality halo for the master brand 4. Promote lunchtime / grab & go occasions to purchase 5. Push sugar / gluten-free ranges	Tactics & Activities • Inside & outside store campaigns to build personalized digital relationships with customers • Reduce time-limited offers by 30% & replace with targeted offers personalized to individuals • Lifestyle advertising promoting Reserve stores • Local outdoor to drive lunchtime/grab-&go traffic • Educational program targeting gluten-free/celiac community • Mobile-Order-&Pay offers on streaming services
Value Proposition The 'Third Place' where urbanites can go between home and work to enjoy great quality coffee in a unique, relaxing and friendly atmosphere.	Pricing & Positioning Premium pricing (+25% versus value brands) Highest quality coffee (own sourcing, roasting, & delivery) Un-touchable service Superior convenience Shared community – social responsibility & environmentally sustainable	Measures of Success Daily/Weekly/Monthly/Quarterly/Annual: • Average revenue / store • Average footfall / store • Same store average transaction value • Number of global Rewards members • % transactions Mobile-Order-&Pay • Food sales % revenue • Social followers • Website visitors
For (Company): Starbucks	Prepared By: John Webb	Date: / /
© Get2Growth 2018		Iteration: Version 1.1 get2growth.com

CRITERIA:

1. Identify priorities, prioritize resources and enable organizations to select the best customer and market opportunities.
2. Serve as the foundation for the activities that create and nurture the promise of value to the customer.
3. Provide a direct-line-of sight between marketing activities and investments and business outcomes and results.
4. Are a living roadmap that is anchored to the overall business' outcomes and focuses on customer value, growth, and profitability.
5. Guide the selection and creation of your marketing metrics and marketing dashboard.

- ✓ Create an ad campaign that states what are the things that you can do as a student to fight against the pandemic COVID-19.

EXAMPLE:



CRITERIA:

- It should be simple
- It should be capable of holding the reader's attention
- It must be suggestive
- It should have conviction value
- It should educate the people
- It should have memorizing value