# Business Admin Core:

Business Admin Core PIs:

Explain the nature of tax liabilities (FI:067) (PQ) – total amount of tax debt owed to gov for an entity; when income comes from selling assets

Interpret a pay stub (FI:068) (PQ)

Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.)

(FI:560) (PQ)

Maintain financial records (FI:069) (PQ)

Read and reconcile bank statements (FI:070) (PQ)

Calculate the cost of credit (FI:782) (CS)

Demonstrate the wise use of credit (FI:071) (CS)

Validate credit history (FI:072) (CS)

Make responsible financial decisions (FI:783) (CS)

Protect against identity theft (FI:073) (CS)

Pay bills (FI:565) (CS)

Apply for a consumer loan (FI:625) (SP)

Control debt (FI:568) (CS)

Prepare personal income tax forms (i.e., 1040 EZ form) (FI:074) (CS)

* 1040-ES - figure out own taxes
* 1040-sr – larger print and more accessible information -FOR SENIORS
* Form 1040 EZ
* Simple tax, write-offs applicable
* Under 65, no dependents
* Taxable income under 100k
* Form 1040, US Tax Return
* Basic IRS tax form
* Itemizes deductions, as well as the ability to claim numerous expenses and tax credits
* W-2: for employers to report wages withheld for income tax stuff; used by the employee after

Discuss the nature of retirement planning (FI:569) (CS)

* Save millions
* Eat frugally – good idea
* Roth IRA
* 401K

Explain the nature of estate planning (FI:572) (CS)

**variety of documents** including a last will and testament, a living will, a revocable living trust, a power of attorney, and more

* Creates stability in times of loss

Describe types of financial-services providers (FI:075) (CS)

Table

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Discuss considerations in selecting a financial-services provider (FI:076) (CS)

Explain types of investments (FI:077) (CS)

* Stocks. A stock is an investment in a specific company. When you purchase a stock, you’re buying a share — a small piece — of that company’s earnings and assets.
* Bonds. A bond is a loan you make to a company or government. ...
* Mutual funds. If the idea of picking and choosing individual bonds and stocks isn’t your bag, you’re not alone. ...
* Index funds. An index fund is a type of mutual fund that passively tracks an index, rather than paying a manager to pick and choose investments.
* Exchange-traded funds. ETFs are a type of index fund: They track a benchmark index and aim to mirror that index’s performance.
* Banks
* Also ***capital investments***

Describe the concept of insurance (FI:081) (CS)

Describe the need for financial information (FI:579) (CS)

Explain the concept of accounting (FI:085) (CS)

* the action or process of keeping financial accounts.

Discuss the role of ethics in accounting (FI:351) (SP)

* Honesty and Integrity.
* Objectivity.
* Carefulness.
* Openness.
* Respect for Intellectual Property.
* Confidentiality.
* Responsible Publication.
* Legality.

Explain the use of technology in accounting (FI:352) (SP)

* Changes in the time term and frequency of the audit.
* Increased education in technology and analysis methods.
* Adoption of an approach of analysis for the total population instead of samples and evaluation of the concepts of materiality and independence.
* Currently, digital records, ML, and big data as well as data processing are major moves the scene of accounting
* Full analysis over sampling and more complete risk assessment

Explain legal considerations for accounting (FI:353) (SP)

Describe the nature of cash flow statements (FI:091) (SP)

Explain the nature of balance sheets (FI:093) (SP)

Describe the nature of income statements (FI:094) (SP)

Explain the role of finance in business (FI:354) (CS)

* Finance involves borrowing & lending, investing, raising capital, and selling & trading securities. The purpose of these pursuits is to allow companies and individuals to fund certain activities or projects today, to be repaid in the future based on income streams generated from those activities.

Discuss the role of ethics in finance (FI:355) (SP)

Explain legal considerations for finance (FI:356) (SP)

Acting legally means**respecting the applicable bodies of law in the firm’s jurisdiction**.

***Get some more for this stuff***

Describe the nature of budgets (FI:106) (SP)

Discuss the nature of human resources management (HR:410) (CS)

Explain the role of ethics in human resources management (HR:411) (SP)

Diagram

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Describe the use of technology in human resources management (HR:412) (SP)

* *HR software can securely store data,*
* *automate daily processes, and provide*
* *analytic tools to drive more strategic decision-making.*

Orient new employees (HR:360) (CS)

Explain marketing and its importance in a global economy (MK:001) (CS)

Describe marketing functions and related activities (MK:002) (CS)

1. [**Promotion.**](https://www.brafton.com/blog/content-marketing/functions-of-marketing/#promotion)
2. [**Selling.**](https://www.brafton.com/blog/content-marketing/functions-of-marketing/#selling)
3. [**Product/service management.**](https://www.brafton.com/blog/content-marketing/functions-of-marketing/#productmanagement)
4. [**Marketing information management.**](https://www.brafton.com/blog/content-marketing/functions-of-marketing/#mim)
5. [**Pricing.**](https://www.brafton.com/blog/content-marketing/functions-of-marketing/#pricing)
6. [**Financing.**](https://www.brafton.com/blog/content-marketing/functions-of-marketing/#financing)
7. [**Distribution.**](https://www.brafton.com/blog/content-marketing/functions-of-marketing/#distribution)

Explain factors that influence customer/client/business buying behavior (MK:014) (SP)

* Cultural
* Social – FRIENDS ARE BIGGEST
* Personal
* Psychological

Describe the nature of cost/benefit analysis (FI:357) (MN)

* Weight bad things against good things

Explain issues associated with the payroll process (HR:394) (SU)

• Incorrect calculation of wages and salaries due to manual errors or system malfunctions.

• Unclear or incomplete payroll policies and procedures.

• Late payments or incorrect payment amounts due to outdated payroll systems.

• Inadequate tracking of employee hours worked, resulting in disputes and underpayment.

• Difficulty in accurately tracking overtime hours worked and ensuring fair compensation for them.

• Data entry errors leading to incorrect deductions or payments for various benefits such as health insurance or 401(k) contributions.

• Compliance issues due to failure to adhere to local, state, and federal regulations when processing payrolls.

• Security risks associated with storing sensitive employee data in a centralized system.

Explain the nature of remedial action (HR:369) (SU)

Nature of Remedial Action:

Remedial action is an action taken by an employer to correct any workplace issue that is not meeting the required standards or regulations set out by the organization, government, or other governing body. This could include disciplinary action taken against an employee who has broken a rule, changes to policies or procedures that are not compliant with legal requirements, and implementing programs designed to improve safety in the workplace. Remedial action should be tailored specifically to address the issue at hand and may require further investigation into how the issue arose in order to ensure that it does not happen again in the future.

Discuss actions employees can take to achieve the company's desired results (MK:015) (SP)

Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019) (SP)

* What results do you want? What steps do you take? How long before you know if you were successful? How will you gage your success? (Increased sales from existing customers, new customers, customer retention, etc..) WHAT MOTIVATES CUSTOMERS? Maslow's Hierarchy. Physiological, safety, social, esteem and self actualization needs. When one need is satisfied it will stop being a motivator and then the person will move onto satisfying their other needs. Discuss motivational influences.

Assess information needs (NF:077) (CS)

Obtain needed information efficiently (NF:078) (CS)

Evaluate quality and source of information (NF:079) (CS)

Draw conclusions based on information analysis (NF:278) (CS)

Apply information to accomplish a task (NF:080) (CS)

Store information for future use (NF:081) (CS)

Discuss the nature of information management (NF:110) (CS)

Explain the role of ethics in information management (NF:111) (SP)

Privacy: What information about one’s self or one’s associations must a person reveal to others, under what conditions and with what safeguards? What things can people keep to themselves and not be forced to reveal to others?

Accuracy: Who is responsible for the authenticity, fidelity and accuracy of information? Similarly, who is to be held accountable for errors in information and how is the injured party to be made whole?

Property: Who owns information? What are the just and fair prices for its exchange? Who owns the channels, especially the airways, through which information is transmitted? How should access to this scarce resource be allocated?

Accessibility: What information does a person or an organization have a right or a privilege to obtain, under what conditions and with what safeguards?

Explain legal issues associated with information management (NF:076) (SP)

In Information Technology, the Legal Issues is devised for managers and technologists responsible for implementing and creating policies for the protection of IT resources within government agencies or private corporations. Surveys are established for understanding regulatory laws, intellectual property, crimes and privacy that establish boundaries and liability related to organization’s information systems; practical aspects and issues of these legal implications are focused on in this (Beauchamp, Bowie, & Arnold, 2004). In an organization, working people are made to suggest standard practices as well as spot issues to minimize risk. It activates cyber defenses by ensuring preliminary look at the surrounding and legal issues.

Individuals use the original methods to protect themselves from trouble in future while operating information system. If we make use of pirated versions or unauthorized versions of software, we tend to face this serious trouble (Beauchamp, Bowie, & Arnold, 2004). The security system or the firewall are not inclined to provide any assistance for such systems because these systems can be seriously impacted by spammers, hackers, etc. Therefore, we should try only originals to get maximum safety and protection from damages in case anything happens in future.

* Piracy
* Privacy infringement
* IP
* Operations of IT, done legally

Identify ways that technology impacts business (NF:003) (PQ)

Explain the role of information systems (NF:083) (PQ)

Discuss principles of computer systems (NF:084) (PQ)

Use basic operating systems (NF:085) (PQ)

Describe the scope of the Internet (NF:086) (PQ)

Demonstrate basic e-mail functions (NF:004) (PQ)

Demonstrate personal information management/productivity applications (NF:005) (PQ)

 Demonstrate basic web-search skills (NF:006) (PQ)

Demonstrate basic word processing skills (NF:007) (PQ)

 Demonstrate basic presentation applications (NF:008) (PQ)

 Demonstrate basic database applications (NF:009) (PQ)

 Demonstrate basic spreadsheet applications (NF:010) (PQ)

Use an integrated business software application package (NF:088) (CS)

 Demonstrate collaborative/groupware applications (NF:011) (CS)

Create and post basic web page (NF:042) (CS)

 Collaborate on and aggregate complex internal documents to create a common voice (NF:215) (SP)

Describe the nature of business records (NF:001) (SP)

* I. Administrative Records. Records which pertain to the origin, development, activities, and accomplishments of the agency. These generally fall into two categories: policy records and operational records.
* II. Legal Records. Records of legal value include those with evidence of legally enforceable rights or obligations of the State.
* III. Fiscal Records. Records that have fiscal value relate to an agency's financial transactions. these may be budgets, payrolls, vouchers, and accounting records.
* IV. Historical Records. Records worthy of permanent preservation for reference and research purposes are selected for deposit in the state Archives at the Connecticut State Library.
* V. Research Records. Records used in scholarly studies and investigations. Researchers want to extend human knowledge using basic historical evidence.

Maintain customer records (NF:002) (SP)

Customer Record

The primary customer record includes basics such as the name of the customer and a customer id.

Accounts

Various customer accounts under the same customer such as departments that make separate purchases.

Contacts

Corporate customers may have numerous contacts including various levels and functions within the customer organization such as purchasing managers or engineering staff.

Quotes

Any quotes that have be presented to the customer.

Opportunities

Sales opportunities you are pursuing with the customer.

Orders

A customer's order history.

Services

A list of current services the customer is using. This may include details such as configurations.

Preferences

Customer preferences such as a hotel that tracks the room type customers prefer and any special requests they have made such as firm pillows.

Incidents

Incidents and [related problems](https://simplicable.com/new/incident-vs-problem) that have impacted the customer.

Customer Service Tickets

Interactions between the customer and your representatives.

Feedback

Customer surveys and [satisfaction ratings](https://simplicable.com/new/customer-satisfaction).

Payment Methods

Payment methods attached to the customer's account such as credit cards.

Locations

Customer locations such as office buildings where you have installed equipment or visited.

Loyal Programs

Details of loyalty cards or rewards programs.

Offers

Marketing offers that you have put in front of the customer.

Marketing Sources

How the customer was acquired and offers they have taken.

Describe current business trends (NF:013) (SP)

Monitor internal records for business information (NF:014) (SP)

Conduct an environmental scan to obtain business information (NF:015) (SP)

* **STE**E**P**LE
* Social, Technological, Economic, environment, political, legal, ethical
* The global environment refers to the macro environment which comprises industries, markets, companies, clients and competitors. Consequently, there exist corresponding analyses on the micro-level. Suppliers, customers and competitors representing the micro environment of a company are analyzed within the industry analysis. Environmental scanning can be defined as ‘**the study and interpretation of the political, economic, social and technological events and trends which influence a business, an industry or even a total market’.** The factors which need to be considered for environmental scanning are events, trends, issues and expectations of the different interest groups. Issues are often forerunners of trend breaks. A trend break could be a value shift in society, a technological innovation that might be permanent or a paradigm change.
* Essentially tracking social phenomenon and the like

Interpret statistical findings (NF:093) (SP)

* Clustering
* Pattern recognition

Translate research findings into actionable business recommendations (NF:216) (SP)

Explain the principles of data analysis (NF:139) (SP)

Explain the nature of tools that can be used to access information in the database system (NF:140) (SP)

Access information in the database system (NF:141) (SP)

DATA MINING LESGOOOOO:

Discuss the nature of data mining (NF:148) (CS)

Describe data mining tools and techniques (NF:149) (SP)

Discuss the importance of ethics in data mining (NF:150) (SP)

Demonstrate basic data mining techniques (NF:151) (SP)

Interpret data mining findings (NF:152) (SP)

Explain the nature of operations (OP:189) (CS)

Discuss the role of ethics in operations (OP:190) (SP)

Describe the use of technology in operations (OP:191) (SP)

Describe health and safety regulations in business (OP:004) (PQ)

* making 'assessments of risk' to the health and safety of its workforce, and to act upon risks they identify, so as to reduce them (Regulation 3);
* appointing competent persons to oversee workplace health and safety;
* providing workers with information and training on occupational health and safety; and
* operating a written health and safety policy.

Report noncompliance with business health and safety regulations (OP:005) (PQ)

* reporting the issue verbally to your supervisor or manager
* reporting the issue through the workplace's hazard reporting procedures
* raising the issue with the health and safety representative
* raising the issue with management through your union representative
* file a report with the local governmental health inspection administration

Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)

Follow safety precautions (OP:007) (PQ)

Maintain a safe work environment (OP:008) (CS)

Explain procedures for handling accidents (OP:009) (CS)

Handle and report emergency situations (OP:010) (CS)

* Alert supervisors
* Implement practiced procedures
* Best defense: prevention

Explain routine security precautions (OP:013) (CS)

* Establish strong passwords. ...
* Put up a strong firewall. ...
* Install antivirus protection. ...
* Update your programs regularly. ...
* Secure your laptops. ... i.e. backup of computers
* Secure payments
* Think of specific examples during the roleplay

Follow established security procedures/policies (OP:152) (CS)

* Biggest security hazard is white collar mistakes

Protect company information and intangibles (OP:153) (CS)

Explain information privacy, security, and confidentiality considerations in business (OP:441) (CS)

Maintain data security (OP:064) (CS)

Explain the nature of project management (OP:158) (SP)

Project management is the process of leading the work of a team to achieve all project goals within the given constraints. This information is usually described in project documentation, created at the beginning+++ of the development process. The primary constraints are scope, time, and budget. The secondary challenge is to optimize the allocation of necessary inputs and apply them to meet pre-defined objectives.

Describe the role of ethics in project management (OP:675) (SP)

* Admission of Wrongdoing
* Focus of Blame
* Hard Choices Regarding Contracts
* Holding up work and legal requirements – considering both emotion and productivity

Plan project (OP:519) (CS)

Identify Project Goals

**1. Who are the stakeholders?**

**2. What are their needs?**

**3. What are the priorities?**

**4. How do these convert to measurable goals?**

Identify Project Deliverables

Establish Project Schedule

Create Supporting Plans

**– Human Resource Plan**

**– Communication Plan**

**– Risk Mitigation**

3 Must Haves For Effective Execution

**1. The Right Team**

**2. Strong and Timely Decision Making**

**6. Identify who to report to**

Monitoring Tools and Techniques

Tracking Quantitative Metrics

1. Spreadsheets

2. Project Applications

Tracking Qualitative Metrics

1. Questionnaires or Surveys

2. Feedback Forms

3. Interviews

4. Focus Groups

The Importance of Monitoring

1. Accountability
2. Future funding
3. Comparing actual versus planned progress
4. Learn from experience
5. Team engagement with the monitoring

Monitor projects and take corrective actions (OP:520) (CS)

Evaluate project success (OP:521) (CS)

Identify resources needed for project (OP:003) (SP)

Develop project plan (OP:001) (SP)

Apply project-management tools to monitor and communicate project progress (OP:002) (SP)

Evaluate project results (OP:159) (SP)

Explain the nature and scope of purchasing (OP:015) (CS)

Purchasing means**procurement of goods and services from some external agencies**. The object of purchase department is to arrange the supply of materials, spare parts and services or semi-finished goods, required by the organisation to produce the desired product, from some agency or source outside the organisation.

Place orders/reorders (OP:016) (CS)

***Standard purchase orders***

A standard purchase order is typically used for irregular, infrequent or one-off procurement. As mentioned above, it contains a complete specification of the purchase, setting out the price, quantity and timeframes for payment and delivery.

A restaurant might raise a standard purchase order when it purchases new tables and chairs. If all goes well, this should be a one-off purchase for the restaurant, and the contract will be fulfilled once the chairs are delivered in good order.

***Planned purchase orders***

Like a standard purchase order, a planned purchase order is relatively comprehensive. A planned purchase order requires full details of the goods and services to be purchased and their costs. Dates for payment and delivery are also included in a planned purchase order, but these are treated as tentative dates. Issuing a release against the planned purchase order places individual orders.

For example, a restaurant might require 50,000 disposable placemats in one year – the manager could create a planned purchase order with a commercial printer detailing the price and quantity with a tentative delivery schedule. After using the first 5,000 placemats, the restaurant would create a release against the purchase order to order more.

***Blanket purchase orders***

A blanket purchase order involves a purchaser agreeing to purchase particular goods or services from a specific vendor, but not at any specific quantity. Pricing may or may not be confirmed in a blanket purchase order. This type of order is typically used for repetitive procurement of a specific set of items from a supplier such as basic materials and supplies.

In the restaurant example above, they could equally choose to use a blanket purchase order to procure the disposable placemats — not having to confirm a specific quantity may make this a preferable option if the quantity required is not clear.

***Contract purchase orders***

A contract purchase order sets out the vendor’s details and potentially also payment and delivery terms. The products to be purchased are not specified. A contract purchase order is used to create an agreement and terms of supply between a purchaser and vendor as the basis for an ongoing commercial relationship. To order a product, the purchaser may refer to the contract purchase order when raising a standard purchase order.

Maintain inventory of supplies (OP:031) (CS)

Discuss the importance of utilizing ethical purchasing methods (OP:246) (SP)

Explain the impact of the purchasing process on productivity (OP:247) (SP)

* Kinds of purchasing
* As part of just-in-time, lean processing, strategies for production as well, bulk-breaking vs bulk-gaining

Manage the bid process in purchasing (OP:160) (SP)

* The manager issues the bid.
* (Optional) The reviewers approve the bid.
* The manager sends the bid to a group of vendors for response.
* The vendors analyze the bid and calculate

Select vendors (OP:161) (SP)

Evaluate vendor performance (OP:162) (SP)

Explain the concept of production (OP:017) (CS)

* 4 factors of production: land labor capital enterprise

Identify quality-control measures (OP:163) (SP)

* Control Charts: A graph or chart is used to study how processes are changing over time. ...
* Process Control: Processes are monitored and adjusted to ensure quality and improve performance. ...
* Acceptance Sampling: A statistical measure is used to determine if a batch or sample of products meets the overall manufacturing standard.
* Quality assurance
* Quality control
* Quality management
* Quality improvement
* Andon - notifies managerial, maintenance, and other workers of a quality, kaizen - continuously improve all functions and involve all employees

Utilize quality control methods at work (OP:164) (SP)

Describe crucial elements of a quality culture (OP:019) (SP)

* Employee focus. Employee, being the most prominent factor of production, needs to be given consistent attention by...
* Employee empowerment. Management cannot on its own make quality a driving force of the organisation. Employees are those...
* Involvement and participation of the employee.
* Positive working relationships
* Healthy vertical and horizontal internal communication channels

Resolve problems with suppliers' quality issues (OP:652) (SP)

* Developing and applying any fixes to get things back on track. ...
* Updating the contract to formalise any agreed behavioural or process changes. ...
* Terminating or refusing to use the contract. Addressing a supplier’s poor performance may neither be possible if there’s just no likelihood of dealing with its root causes, nor desirable if ...
* Asking for improvement is some lateral communication that can be useful; maintaining open communication is important

Explain the nature of overhead/operating costs (OP:024) (SP)

* operation of a business, or to the operation of a device, component, piece of equipment or facility.
* Mention fixed, variable, and semi-variable

Factors of production – extra:

* Land, labor, capital, enterprise

Explain employee's role in expense control (OP:025) (SP)

* Accounting and finance
* a.**Submits expense report to managers;** b. Then the managers approve or disapprove the said report. c. It will send to the Accountants to process the reimbursement and post it to accounting ledgers;
* Being mindful of expenses and ensuring your projects align with that; goes back to checking with managerial authorities and creating SMART plans

Organize and prioritize work (OP:228) (CS)

1. Respect Deadlines When working for clients, the most obvious factor that determines priority and urgency is the deadline. ...
2. Set Milestone Deadlines If a client project only has a deadline for completion of the project, make an effort to break down the work needed to complete the project ...
3. Consider the Consequences Most likely there will be times where you’re not sure how you’re going to be able to get everything done. ...
4. Consider Payment Terms You’ll also want to take into consideration the impact that a task will have on getting paid. ...
5. Consider Time Required There may be times when you have two or more equally urgent tasks that competing for your attention. ...

Coordinate work with that of team members (OP:230) (CS)

Coordinate activities with those of other departments (OP:196) (SP)

* Define a coordinating entity dedicated to organizing taskforce teams. Hold regular meetings and facilitate interagency communication.
* Make sure to be clear and create an obvious managerial system for the activities
* Management must communication with one another
* Consider org structure

Monitor and ensure completion of delegated tasks (OP:354) (SP)

Streamline work processes (OP:355) (SP)

* Identify the goal or end result.
* Break down the process into discrete steps or tasks.
* Analyze the process steps, perform value chain analysis, evaluate handoffs, and identify bottlenecks.
* Gather input from those who perform the process and related tasks, or who benefit from the process.
* Identify unnecessary activities.
* Functional versus divisional structures of the business – acknowledge this

Comply with policies and procedures for use of property and equipment (OP:442) (CS)

Explain the concept of supply chain (OP:443) (CS)

Explain the benefits of supply chain collaboration (OP:444) (SP)

* Partner Retention and Supply Chain Talent. Companies see supply chain collaboration as a gold standard for capturing the...
* Lowering Long-term Costs. One-off collaborations have their place in your supply operations. However, long-term...
* Product Quality and Safety. Delivering high-quality, safe products is the secret formula...
* Simply leads to better relationships and a lower cost for most things; making friends is almost always good in a business setting
* GREATER EASE OF WORK, COOPERATIONS

Vertical vs Horizontal collaboration – different stages in the supply process versus consolidation

Maintain appropriate personal appearance (PD:002) (PQ)

Demonstrate systematic behavior (PD:009) (PQ)

Set personal goals (PD:018) (CS)

Balance personal and professional responsibilities (PD:179) (SP)

Adhere to company protocols and policies (PD:250) (CS)

Follow rules of conduct (PD:251) (CS)

Follow chain of command (PD:252) (CS)

Determine the nature of organizational goals (PD:254) (SP)

* **Vision: A general statement of its intended direction that generate strong emotional feelings in organizational members**
* **Mission: It states who the company is, what it does, and where it headed.**
* **To motivate employees**
* **Provide guidelines and direction**
* **Develop good planning**
* **Optimization of resources**
* **Corporate – broad, tactical - strategy, and operational – functionality**
* **SMART**

Ascertain employee's role in meeting organizational goals (PD:255) (SP)

* Simply to help with their function in meeting said goals

Explain the need for innovation skills (PD:126) (CS)

Make decisions (PD:017) (CS)

Demonstrate problem-solving skills (PD:077) (CS)

Demonstrate appropriate creativity (PD:012) (SP)

Use time-management skills (PD:019) (SP)

Assess personal interests and skills needed for success in business (PD:013) (PQ)

Analyze employer expectations in the business environment (PD:020) (PQ)

Explain the rights of workers (PD:021) (PQ)

Identify sources of career information (PD:022) (CS)

* Personal contact. Friends and family are good source of career information. ...
* National and Local Newspapers. This is one of the major places where you find job opportunities; just make sure you read the newspapers daily.
* Professional bodies or association. Apart from the competitive edge that becoming a member of professional association gives, it is one of the most overlooked sources of career information and employment.
* Private employment agencies and career consultants. These agencies recruit for companies and organizations. ...
* Internet networks. Platforms like Jobberman, etc. are other places to look and be informed about job opportunities, requirements and other necessary details.

Identify tentative occupational interest (PD:023) (CS)

**tentative occupational** choices which are more congruent with their inventoried vocational**interests**

* Just remember what these words mean and ill be fine
* VOCATIONAL INTEREST VS OCCUPATIONAL INTEREST
* CAREER QUALITIES

Explain employment opportunities in business (PD:025) (CS)

* Management and Administration
* Finance
* Hospitality and Tourism
* Marketing
* ENTREPRENEURSHIP
* Niches
* Sports
* Art
* The professional world is all business, you can create something for yourself if you want

Explain career opportunities in entrepreneurship (PD:066) (CS)

* Entrepreneurship and intrapreneurship – no
* Intrapreneurship:
  + - Managerial roles, development/ skills roles

Describe techniques for obtaining work experience (e.g., volunteer activities, internships) (PD:032) (PQ)

1. Internships. While many students complete at least one internship as a part of their undergraduate degree requirements, more and more new graduates are applying for internships as well.
2. Volunteering. There are many non-profit organizations that have volunteer positions where you can gain work experience.
3. Networking. ...
4. Freelancing. ...

Explain the need for ongoing education as a worker (PD:033) (PQ)

Explain possible advancement patterns for jobs (PD:034) (PQ)

1. Fill your life with a combination of work, education and fun

According to Richard Bolles' book Three Boxes of Life, Americans tend to divide their lives into three discreet time periods, each having a singular purpose. From birth to about 21, we are in our learning box. Our mission is to absorb information and advice from our elders. From about 21 to 65, we are in our working box where we must concentrate on producing worthwhile products and services. Then at 65, we retire and move into our fun box.

* Quarterly review
* Discuss employee performance and set goals for the next quarter
* Sitdown and talk about things they did good and things they can improve on
* Incentives
* Such as pay

PATTERNS: An individual can **advance** by moving from an entry-level job to a management position within the same field, for instance, or from one occupation to another. Climbing the corporate ladder within the same occupation may be the result of gaining experience and possibly completing additional training.

Identify skills needed to enhance career progression (PD:035) (SP)

1. Know your career mission and pursue it with vigor

Like Shakespeare's prose, this habit may be interpreted on more than one level. As a philosophy, it challenges you to discover the unique role best suited to your talents, interests and values and serves as a driving force to propel you toward success.

On a more pragmatic level, your career mission is represented by your job description. The happiest professionals are those who understand their work, and what it takes to do a good job. This comes from a combination of technical competence and knowing exactly what management or clients expect from them. As quality experts would say, they do the job right the *first* time.

1. Competence alone will not get you what you want

You must also make sure that management notices when you do good work, and understands that you expect to be rewarded for going above and beyond. Too often employees just assume that their bosses know what's best when it comes to helping with career advancement, and that doing a really good job will automatically be acknowledged. Unfortunately, the truth is that many workers only generate attention when they're a problem.

If you really want to advance your career, you have to ask for what you want. Your manager isn't a mind reader, and waiting quietly to be recognized is a surefire way to get passed over for a promotion.

1. Become an "intrepreneur" – view your job as a long term consulting assignment, not a permanent gig

Years ago, Fast Company magazine had a cover story called "Me, Inc.", which revolutionized its readers' thinking about their careers. The article said that because organizations no longer guarantee lifetime employment, it's important think of yourself as a contractor with a portfolio instead of a loyal employee. As a contractor, your focus should be doing excellent work, learning as much as possible from each position, and being ready to [hop to a new job](https://www.careercast.com/jobs/content/when-job-hopping-makes-sense-tony-lee) should the desire or need arise.

1. Take some career development risks

Seize the responsibility for your own career advancement. Don't waste valuable time hoping for the best, or waiting for your company to notice that you're doing high-quality work and shower you with riches and promotions. Chart a [career path](https://www.careercast.com/jobs/content/climbing-mid-career-mountain-douglas-richardson), and make your management your partners in working to advance your career.

1. Trust your gut

If a situation does or doesn't feel right, don't let logic override intuition. Have you ever taken a job your gut warned you against, only to find weeks later that your first instinct had been correct?

Steve Jobs knows what the public wants and makes it available to them before they even know that they want it. If he had traveled the "path well taken," we may still be using CD players instead of iPods.

Logic has its place in the decision making process, but whole-brained thinking will give you a balanced perspective on your career advancement that pure analysis cannot.

1. Network, network, network – even when you don't want a new job

A well-developed [professional network](https://www.careercast.com/jobs/content/secrets-extreme-networker-joe-meissner) can be a source of friendships, mentors, and referrals for everything from pediatricians to plumbers. Your network can also provide objective insights for evaluating opportunities and problems. Trade organizations, churches, alumni associations, friends of friends, and continuing education classes all offer excellent sources for cultivating relationships with colleagues who can help advance your career. Remember: job security comes and goes, but a solid network of valuable contacts is valuable no matter the circumstances.

1. Negotiate for a win-win solution

While it may appeal to our most primitive instincts to leave opponents bleeding in the dust, we will probably have to work with them again. Humiliation does not breed long-term relationships. It promotes a long lasting desire for revenge.

The next time you are in a mood to take no prisoners, put yourself in your adversary's place. Suggest a solution that benefits both of you. You may not get the short-term victory, but you won't be stuck with a long-term enemy, either.

1. Fake it until you make it

I'm not suggesting you lie on your resume or present yourself as someone you're not. "Faking it" refers instead to those occasional lapses of self confidence we experience when faced with a challenging project. Self doubt can grow in you like a cancer: "Can I really pull this off?" "Am I good enough to do this job?"

If you find yourself suffering from a crisis of confidence, remember that positive behavior can easily overtake negativity and pull you out of your rut. And your *behavior* is what others see, not what you're feeling on the inside. Have to give a presentation and scared that you don't know what you're doing? Use your nerves an extra source of energy so you seem even more engaging.

Fear and stress can be your allies if you channel them effectively.

1. Only pursue goals that you actually want to achieve

How often have your heard people say "I plan to lose 25 pounds this year," but come December their weight hasn't changed? Goals prefaced by "I should" rather than "I want" are generally doomed to failure.

When you begin to set goals to help advance your career, try testing their viability using the RUMBA method: Each goal should be Reasonable, Understandable, Measurable, Behavioral and Agreed upon. Meeting only the first four conditions isn't enough. You and everyone involved with your goal must genuinely agree it's a *great* idea, or a lack of enthusiasm will cause it to die sooner or later.

Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (PD:036) (SP)

* KINDA JUST SAY THESE

Explain the concept of management (SM:001) (CS)

Explain factors that affect management (SM:100) (SP)



* Worker preferences
* Branch of management (Financial, marketing, etc.)
* Project type
* Micro vs macroeconomic factors – company versus global
* Communication, recognition
* GLOBALIZATION, TECHNOLOGY, BRANCH, GETTING TO KNOW YOUR TEAM, OBJECTIVES, TIMESCALE

Explain the nature of risk management (SM:075) (SP)

-WEIGHING probability, internal or external, this one do be ez

Conduct a risk assessment of an event (SM:076) (SP)

* Risk assessment matrix

# Hospitality and Tourism General:

Describe the development of the hospitality and tourism industry (PD:105) (CS)

Explain the roles and responsibilities of hospitality and tourism organizations (PD:398) (CS)

* The truth within the name. The word hospitality derives from the Latin “hospitalitas”, which means ‘friendliness to guests’, from the nominative “hospes”, meaning ‘guest; host’ [5].
* Improved customer retention. Happy customers are loyal customers. ...
* Great brand reputation. ...
* Rewarding industry to work in. ...
* Lasting impact and memories for guests. ...

Describe the interdependence of segments of the hospitality and tourism industry (PD:399) (SP)

* Four main segments
* Lodging and Accommodation. ...
* Food and Beverages. ...
* Travel and Tourism. ...
* Entertainment and recreation. …

Discuss the role of ethics in hospitality and tourism (PD:400) (SP)

* Underlying goodwill
* i.e. environment, ecotourism

1. Honesty
2. Integrity
3. Trust
4. Loyalty
5. Fairness and Lack of Discrimination
6. Concern and respect
7. A commitment to excellence
8. Leadership
9. Reputation and Morale
10. Accountability

Explain career opportunities in hospitality and tourism (PD:272) (CS)

* Hotel Management Jobs. Traditional hospitality careers often start in hotels and resorts, and …
* Food & Beverage Jobs. Another core area of hospitality careers is the Food & Beverage …
* Travel & Tourism Jobs. A hospitality degree also prepares graduates to work in businesses …
* Events, Sports, Wellness & Leisure Positions. Hospitality degrees open the doors to the
* Digital Marketer >> Sales Funnel Manager >> Assistant Director Marketing
* Office Coordinator >> Merchandising Expert >> Marketing Manager (Proctor & Gamble)
* Sales & Planning Coordinator (Honda) >> Product Manager (Honda Motorcycles) >> Business Planning Specialist (Nestlé)
* Finance & Control Intern (Nestlé) >> Expat Tax Associate (PWC) >> International Wealth Management Front Support (Credit Suisse)

Discuss the nature of managerial planning (SM:063) (SP)

Management planning is the process of**assessing an organization's goals and creating a realistic, detailed plan of action for meeting those goals**. Much like writing a business plan, a management plan takes into consideration short- and long-term corporate strategies.

* Project tasks
* Operations

Explain managerial considerations in organizing (SM:064) (SP)

* Scope, time, budget
* Skills
* Employee input

Describe managerial considerations in staffing (SM:065) (SP)

* HR considerations
* Other resources
* Past situations

Discuss managerial considerations in directing (SM:066) (SP)

* Scope, time, budget
* Holistic
* Proper allocation of functions or divisions

Identify techniques that can be used to capture and transfer knowledge in an organization (KM:005) (SP)

knowledge transfer is the practical problem of transferring knowledge from one part of the organization to another. Like knowledge management, knowledge transfer seeks to organize, create, capture or distribute knowledge and ensure its availability for future users. It is considered to be more than just a communication problem. If it were merely that, then a memorandum, an e-mail or a meeting would accomplish the knowledge transfer.

* Tacit or implicit vs explicit knowledge – explicit is easier to convey, tacit is harder
* Analysis and records really are necessary here

Explain the concept of product in the hospitality and tourism industry (PM:081) (CS)

Explain the nature and scope of the product/service management function (PM:001) (SP)

Explain guarantees in hospitality and tourism (PM:314) (CS)

* Quality and functionality
* Replacement and repair if damaged usually
* Similar to a warranty – warranty =  a type of assurance, guarantee = promise by the company

Describe services offered by the hospitality and tourism industry (PM:095) (CS)

* Lodging
* Food and beverage
* Travel and tourism
* Entertainment

Explain the concept of product mix (PM:003) (SP)

Describe the nature of product bundling (PM:041) (SP)

Explain the nature of product extensions in the hospitality and tourism industry (PM:099) (SP)

Product extension is the**use of an established brand name for a new product in the same product category as an existing product line**. This has several common variations: Packaging Changes in package size or format. For example, coffee that is sold in bags that is extended to the same product in a resealable can.

* Core products
* Complementary products
* Augmented products – ambience, etc.

Explain the nature of corporate branding (PM:206) (SP)

Describe the role of customer voice in hospitality and tourism branding (PM:317) (SP)

* Customer voice molds it
* Customer experience à image, message, pathos ethos logos, brand identity, mission and vision, etc.

Evaluate vendors' goods and services (PM:239) (SP)

1. Organize Your Roster: You can use the description of the goods or services a vendor supplies or rank them by their usefulness to the organization, then incorporate colors, numbers, ...
2. Establish Tracking and Performance: Pick an auditor or a small team that can promote or demote a vendor or highlight distinctive evaluations. ...
3. Maintain a Strategic Vendor Evaluation System: Apply what you know about vendor and supplier performance to segment vendors strategically. ...

Choose hospitality and tourism vendors (PM:318) (SP)

Negotiate terms with hospitality and tourism suppliers (PM:319) (SP)

* FOCUS ON THE ACTUAL ROLEPLAY FOR THIS, SINCE IS VERY MUTLIVARIATE

Explain the nature of product/service branding (PM:021) (SP)

* Promotional mix
* DAPPS
* Recognition, message, identity, promise

Communicate core values of product/service (PM:214) (SP)

* Quality. We take pride in providing high value products and services that we stand behind, which ensures customer...
* Customer Satisfaction. We strive to provide exceptional customer service through flexible scheduling, quality products,...
* Innovation. We foster a work environment where creative thinking is encouraged and rewarded in order to create...
* ETC. THERE ARE MANY MORE OF THESE

Identify product's/service's competitive advantage (PM:246) (SP)

Explain the concept of market and market identification (MP:003) (CS)

Identify ways to segment hospitality and tourism markets (MP:035) (CS)

* Demographics, psychographics, geographics
* Age, lifestyle, wealth, etc.
* TRIP DESCRIPTORS VS TOURIST DESCRIPTORS – SHOULD MATCH UP

Explain the use of marketing strategies in hospitality and tourism (MP:041) (SP)

* Marketing mix
* Promotional mix

Explain the nature and scope of the pricing function (PI:001) (SP)

* Types of pricing
* Predatory
* Loss leader
* Penetration
* Market skimming
* Psychological
* Premium – quality seemingly because of higher price than competitors
* Economy – low cost
* Neutral – same level no matter the period of the product life cycle
* Introduction, growth, maturity, decline
* Captive products accompanying the core products
* Optional product additions
* Etc.

Explain the concept of price in the hospitality and tourism industry (PI:029) (CS)

* Price per segment – changing based on customers
* Price discrimination – changing based on quality (i.e. room location)

1.  Explain marketing and its importance in a global economy.

* Marketing connects the product to the **TARGET MARKET**
* Helps increase the **MARKET SHARE** due to differentiation from competitors
* Makes the **RETURN ON INVESTMENT** higher and quicker, due to more revenue

2.  Explain the role of promotion as a marketing function.

* We can perform **SITUATION ANALYSIS** to understand the internal and external factors that impact the following marketing aspects; product, price, place and promotion.
* After **QUALITATIVE research** and **QUANTITATIVE research** are performed, promotion is used to inform, persuade and remind consumers about products, services, etc.
* A promotion plan often includes institutional and product promotion.

3.  Explain the types of promotion (i.e., institutional, product).

* Product promotion is routinely used to attract customers to a product and increase their perception of **PRODUCT VALUE**, and **MARKET POSITION** is highlighted often for this.
* Institutional promotion - also known as brand building or corporate advertising, includes **corporate social responsibility** etc.

4.  Describe the concept of promotion in the hospitality and tourism industry.

* In a nutshell,Tourism Marketing uses techniques to promote touristic products and services such as destinations, hotels and transport services, etc.
* There are high levels of **external factors**, so having a **competitive edge** is important for the largest **market share**. Marketing is also tailored towards the **80/20 rule**.

5.  Identify the elements of the promotional mix.

* Sales promotion
* Personal selling
* Advertising
* Public relations
* publicity
* Direct marketing

6.  Explain promotional methods used by the hospitality and tourism industry.

Guerilla marketing

B2b- networking, trade agreements, partnerships for ads

* Personal selling
* Upselling
* Packaging

7.  Explain the relationship between promotion and brand

* Promotion - especially accurate representation of a product - shaped one’s brand identity - all of these in a better way, shows it in a good light
* Brand promise
* Brand identity
* Promotional techniques
* Ethos
* Pathos
* Logos

Explain the nature of quality management (QM:001) (SP)

Discuss the need for continuous improvement of the quality process (QM:003) (SP)

Discuss the nature of risk control (i.e., internal and external) (RM:058) (SP)

As **internal risks**, the following risks were listed:

* Cost Risks: Risks of project costs being exceeded due to inaccurate estimates of costs or creeping scope changes.
* Schedule Changes: Risks that activities take longer than expected, which in turn usually leads to cost increases, later benefits and a possible loss of competitiveness.
* Performance or Quality risks: Risks that the project fails to deliver the planned results with the promised performance and quality.

All these risks arise from *project execution*.

As **external risks**, the following examples were cited:

* Governance risks: These are related to business management, project support, leadership and corporate reputation.
* Strategic risks: These result in errors in the strategy definition, e.g. in using a technology that does not bring the desired success.
* Operational risks: This results from poor implementation and process problems, e.g. in purchasing, production and sales, but also in protection against theft and fraud.
* Market risks: These include competition risks, currency risks, commodity and interest rate risks as well as liquidity and credit risks.
* Legal risks: These arise from changes in regulatory requirements, contract risks or patent risks.
* Environmental risks: Risks related to earthquakes, storms, flooding, vandalism, sabotage, civil unrest or strikes.

Describe types of indicators used to manage business risk (e.g., key risk indicators, key performance indicators, key process indicators) (RM:088) (SP)

* Key Risk Indicators
* Effective KRIs should be: Measurable - metrics should be quantifiable (e.g., number, count, percentage, dollar volume, etc.). Predictable - provide early warning signals.
* Leading & lagging KRIs. Leading KRIs are measures that are considered predictive in nature. They are derived from metrics that can help to forecast future occurrences.
* Importance of KRIs. KRIs play an important role in risk management by predicting potential high risk areas and enabling timely action.
* Regulatory expectations. To qualify to use the Advanced Measurement Approach (AMA) to calculate operational risk capital under Basel II, the Basel Committee on Banking Supervision (BCBS) has specified detailed criteria ...

* Key Process Indicators

* Inputs measure attributes (amount, type, quality) of resources consumed in processes that produce outputs
* Process or activity measures focus on how the efficiency, quality, or consistency of specific processes used to produce a specific output; they can also measure controls on that process, such ...
* Outputs are result measures that indicate how much work is done and define what is produced
* Outcomes focus on accomplishments or impacts, and are classified as Intermediate Outcomes, such as customer brand awareness (a direct result of, say, marketing or communications outputs), or End Outcomes, such ...

Discuss the nature of enterprise risk management (ERM) (RM:062) (SP)

* Ansoff matrices
* Risk assessment matrices

Explain the nature and scope of the selling function (SE:017) (CS)

The selling function**provides consumers with the products or services that they want or need**. This includes all members of the distribution channel. Selling process if personalized and influences purchase of products for future sales.

Explain the role of customer service as a component of selling relationships (SE:076) (CS)

Explain company selling policies (SE:932) (CS)

Explain key factors in building a clientele (SE:828) (SP)

* Communicate clearly. Sounds easy right? Well, this one fails many times. One of the most important factors of effective and positive cooperation is ...
* Be there.
* Be you, be honest!
* Be caring.
* Meet deadlines.
* Learn and Teach

Acquire product information for use in selling (SE:062) (CS)

Explain the selling process (SE:048) (CS)

• The selling process is the interaction between a salesperson and their potential buyer. There are seven common steps to the selling process: prospecting, preparation, approach, presentation, handling objections, closing and follow-up.

• The first three steps of the selling process involve research into prospects’ wants and needs, with your presentation midway through the selling process. The final four steps include addressing any questions or concerns, then closing the deal and maintaining your connection.

• Both business-to-business (B2B) and business-to-consumer (B2C) salespeople follow the same general selling process to connect with prospective clients and build a strong customer base.

Establish relationship with hospitality and tourism customer/guest (SE:499) (CS)

Determine hospitality and tourism customer/guest needs (SE:500) (CS)

Explain factors that motivate people to choose a hospitality and tourism site (SE:220) (SP)

Recommend hospitality and tourism services (SE:221) (SP)

Up-sell to enhance customer experience (SE:476) (SP)

Process telephone orders in hospitality and tourism (SE:477) (CS)

* Dates, Times, kind of room, payment options, any other arrangements
* Confirmation is v important

Process special orders in hospitality and tourism (SE:478) (CS)

Sell gift certificates in hospitality and tourism (SE:479) (CS)

Process complimentary offers and coupons/discounts (SE:149) (CS)

Process sales transactions (e.g., cash, credit, check) (SE:329) (CS)

# Travel and Tourism Specific:

Identify product opportunities (PM:134) (SP)

Maintain destination brand (PM:321) (SP)

Create social-media brand identity (PM:290) (SP)

Explain the nature and scope of channel management (CM:001) (CS)

Explain the nature of channels of distribution (CM:003) (CS)

Explain the nature of affinity partner relationships (CM:021) (SP)

An affinity program is a partnership between a**nonprofit organization and a business**, where the business offers exclusive services or rates to members, while the nonprofit earns a portion of the sale. Through this relationship—or affinity—both business and nonprofit may enjoy an increase in revenue as well as member engagement.

Identify affinity relationship opportunities (CM:026) (SP)

Monitor traveler behavior (IM:486) (SP)

Monitor attitude changes among local population (IM:487) (SP)

Track public perceptions of organization (IM:488) (SP)

Administer visitor experience survey (IM:490) (SP)

Conduct surveys of visitor/traveler perceptions (IM:491) (SP)

Conduct visitor/traveler satisfaction surveys (IM:492) (SP)

Pre-test promotional campaign (e.g., advertising, direct marketing, etc.) (IM:392) (SP)

* Testing campaign before it has run
* Types of prints
* Blue line
* Black and white
* Color
* Etc.

Describe types of travel market segments (e.g., luxury, business travel, mass market, cruise market, rail market, specialty/activity/sports markets, ski market, niche market, etc.) (MP:046) (SP)

Explain segments of the tour market (e.g., mode of transport, distance to destination, length of vacation, travel season, etc.) (MP:047) (SP)

STUDY THE EXAMPLES GIVEN, THEY ARE BASICALLY ANSWERS

Explain the nature of marketing plans (MP:007) (SP)

1. Marketing Plan • A marketing Plan is a written document that summarises what the marketer has learned about the market place and indicates how the firm plans to reach ...
2. Marketing Plan • Marketing plans are becoming more customer and competitor oriented. ..

Explain the role of situation analysis in the marketing planning process (MP:008) (SP)

* STEEPLE, applies here too with the general ideas
* Marketing revolves around product, customer, company situation
* Customer and competitor orientations,

Explain the nature of sales forecasts (MP:013) (SP)

* Extrapolation
* Best fit line
* Use data science lesgooooo

Describe considerations in travel pricing (PI:090) (SP)

Discuss factors impacting the price of tours (e.g., season, exchange rates, competitive pricing, promotions, market segments, etc.) (PI:091) (SP)

Explain the purpose of tourism promotion (PR:431) (SP)

Identify communication channels used in travel and tourism promotion (PR:432) (SP)

Explain information points of contact within an overall tourism information system (PR:433) (SP)

A point of contact (POC) or single point of contact (SPOC) is a person or a department serving as the coordinator or focal point of information concerning an activity or program.

* Between council, tourism companies, inhabitants, the tourism organization, trade and business, and then with the tourists of course through sales reps and other entities



Identify types of public-relations activities (PR:252) (SP)

Discuss internal and external audiences for public-relations activities (PR:253) (SP)



Describe promotional displays used in travel and tourism (PR:436) (SP)

Create promotional banners/signs (PR:410) (SP)

Select promotional booth configurations/specifications (PR:411) (SP)

Determine promotional gadgets/participation draws (PR:412) (SP)

* Essentially things to use at a booth
* Participation draws are like interactives (use Republic Services experience for this)

Set-up promotional space (PR:413) (SP)

Discuss types of direct mail tactics (PR:301) (SP)

**EDDM, saturation, or targeted mailing lists** are three direct mail marketing strategies that can be a great addition to any advertising plan.

Eddm – every door direct mail, idea by USPS, easy business ad dissemination without addresses

Saturation mailing – similar to EDDM, but mail list and addresses required

Targeted mailing – instead of using specified areas, criteria is used to send mails to houses of qualified leads

Explain the nature of email marketing tactics (PR:165) (SP)

Explain the role of business websites in digital marketing (PR:364) (SP)

Explain the use of social media for digital marketing (PR:365) (SP)

Describe the use of blogging for marketing communications (PR:281) (SP)

Explain the use of video/images for digital marketing (PR:366) (SP)

Describe mobile marketing tactics (PR:276) (SP)

multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets, or any other related devices through websites, E-mail, SMS and MMS, social media, or mobile applications.

Explain mobile marketing applications (PR:367) (SP)

* Variety of tools for this, wordpress, google ads, ad networks, app stores, etc.

Discuss the use of search-engine optimization tactics for digital marketing (PR:299) (SP)

Identify effective promotional headlines (PR:400) (SP)

Explain the use of storytelling in promoting tourism (PR:437) (SP)

Discuss effective print promotional content (PR:414) (SP)

**1. White space is your best friend**

The more cluttered the advertisement is, the less likely it is to be read. Stick to the point by focusing on one message, and use enough white space to keep the advertisement easy to read!

**2. Highlight your USPs**

Try to avoid endless lists and long paragraphs presenting benefits and applications. Focus on the most important Unique Selling Points (USPs) and use them to illustrate your point.

**3. A picture says more than a thousand words**

Good visual support is essential for your advertisement. Make sure your chosen image is unique and surprising, and visually reinforces your message. Remember to take a look at competitors’ ads; do not use the same images!

**4. Make people curious**

Don’t give everything away immediately. Make sure your ad is stimulating and arouses your audience’s curiosity. That way, your message will stick in their minds for longer.

5. Focus on your target group

Make sure your ad is not about you, but instead helps your audience to understand how and why you can meet their needs.

6. Include a call to action

Create a sense of urgency when potential customers see your ad. Use a clear call to action (CTA), such as a discount code that is valid for a limited time or a brochure available for free download from your website.

7. Reduce psychological barriers

Think carefully about what would be a logical next step for someone who sees your ad. To maximise your chance of success, don’t ask for too much commitment. If you are introducing a brand-new product, for example, potential customers are likely to want to obtain more information first rather than buying it immediately, so focus on that objective instead of aiming for an instant purchase.

8. Make it easy

Make sure that potential customers do not have to search for your contact details or a way to obtain more information.

9. Align with relevant content

If possible, try to place your ad next to, or in the vicinity of, relevant content. This significantly increases your chances of being seen by an interested audience.

10. Support with your own content

Support your ad with a relevant article or a good case study of your own to enhance your ad’s relevance and improve your likelihood of success!

Bonus tip: never stop testing!

As with all forms of marketing, there are many roads that lead to Rome. Make sure to continuously test, measure and evaluate your print advertisements. Of course, the effect is more difficult to measure than for a digital ad, but fortunately it’s not impossible. CTAs can be a big help, but you could also consider the use of qualitative research based on a test panel, for example. Always make sure you use the correct metrics that suit your purpose or goals.

Describe effective electronic promotional content (PR:415) (SP)

* Dimensions of internet exposure
* Message: the concept to be transmitted from the sender to the receiver.
* Format: the message characteristics that attract the receiver's attention.
* Context: the means with which the message is transmitted.
* Force, Direction, Mechanism, Adequacy and Compatibility, Distance
* **Cookies**
* **Banners**
* **Splash screens –** a starting web page for redirection
* **Renting space –** renting advertising space on pages and browsers
* **Interstitials –** advertisements while a home screen loads
* **URL (uniform resource locator)**
* **Email**
* **Chat rooms**
* **Design**
* Content
* Use of animation and interaction due to digitization
* Efficient funnels

Write promotional content for use on the website (PR:416) (SP)

Write promotional content for use in social media (PR:417) (SP)

Repurpose promotional content for use in multiple platforms (PR:418) (SP)

Participate in community outreach activities (PR:341) (SP)

Support government initiatives for hospitality and tourism (PR:434) (SP)

Explain website-development process (PR:328) (SP)

Identify strategies for attracting targeted audience to website (PR:333) (SP)

Develop promotional brochures for travel and tourism (PR:439) (SP)

Calculate media costs (PR:009) (SP)

Buy ad space/time (PR:104) (SP)

Cultivate media relationships (PR:185) (SP)

Develop community partnerships (PR:440) (SP)

Conduct familiarization (FAM) tours (PR:441) (SP)

A **Familiarization** (FAM) Tour involves hosting tour operators, travel agents and travel media in an effort to create awareness, in this case, of the travel experiences that are available along the Rideau Heritage Route. The purpose of hosting a travel agent or tour operator FAM tour is to either increase product knowledge or selling ability.

Explain considerations in designing sales-promotion materials for use in travel and tourism (PR:443) (SP)

Identify considerations used to evaluate trade show/exposition participation (PR:444) (SP)

Participate in the design of collateral materials to promote special events/tours (PR:445) (SP)

Set up cross-promotions of events/tours (PR:446) (SP)

Participate in trade shows/expositions to showcase tourism assets/services (PR:447) (SP)

Discuss the use of marketing/creative briefs (PR:297) (SP)

* Showcase the process and design ideas

Explain the nature of marketing communications calendars (PR:451) (SP)

Develop marketing communications calendars (PR:452) (SP)

**Recognize what a marketing calendar should include.**

* Title or name of the project, event, or promotion.
* The date you set.
* The name and contact information for the person assigned to manage this specific project.
* A list of other employees, contractors, or individuals that will assist with the project, and details on what their roles will be.
* To coordinate marketing outreach and communications events
* Essentially a general planner or organizer, but for marketing stuff

Monitor user-generated content (UGC) (PR:393) (SP)

Manage comments on digital channels (PR:458) (SP)\

Identify travel and tour plan options (SE:505) (SP)

Visit local attractions (SE:506) (SP)