



## **MISSION COLLEGE CTE ARTICULATION AGREEMENT OVERVIEW AND BENEFITS**

This **Articulation Agreement** is between **MISSION COLLEGE** and Milpitas High School. It affirms the commitment that each has with respect to program articulation.

Mission College and Milpitas High School staff, representing their respective educational programs, have met, analyzed, and compared the content and exit competencies of their course of instruction. They have agreed that the Milpitas High School class **Sales and Marketing** articulates with Mission College's **056A MARKETING PRINCIPLES** curriculum.

The attached Articulation Agreement shall be placed into effect on this date. **This agreement will remain in effect until June 2020.**

### ***Benefits to the Students:***

- Provides incentives for students to continue their education.
- Allows students to receive college credit and/or advanced placement through effort and achievement at the secondary schools, reducing duplication of effort and time, thus lowering costs.
- Provides students with assessment, placement, orientation and counseling services to ease the transition from secondary school to the college.
- Enhances job opportunities by helping students quickly acquire specific marketable job skills.

### ***Benefits to Secondary Schools/Mission College:***

- Supports matriculation by preparing students for an identified Program of Study/Career Pathway.
- Goal oriented, better prepared students increase retention.
- Provides the opportunity for the college to focus on higher-end courses within the Pathway.

### ***Benefit to the Community and Industry:***

- Allows industry and community opportunities for direct input into the curriculum.
- Improves communication with other educational entities and prospective employers.
- Provides employees with relevant competencies for career applications.

### ***Benefits to Faculty:***

- Secondary school instructors gain first-hand information about community college programs and services.
- Community college faculty gain information about secondary school programs and capabilities.
- Helps faculty understand how their courses fit into the overall Program of Study/Career Pathway.
- Connects faculty to their role as workforce development leaders within their community, assisting them to counsel students in Programs of Study/Career Pathways.



**ARTICULATION AGREEMENT COURSE OVERVIEW PAGE**  
**MISSION COLLEGE**  
**CTE Articulation Form**  
**School Year: 2018-2020**

College	Mission College	High School District/ ROP	MILPITAS HS
Course Name/#	<b>056A MARKETING PRINCIPLES</b>	Course Name/#	<b>SALES &amp; MKTG; TRAVEL AND TOURISM</b>
Program	<b>Business</b>	Program	
Units	3.0; 54.4 hours	Hours	90 hours
Textbooks/ Software/Etc.	Armstrong, Gary and Kotler, Philip. <u>Marketing: An Introduction</u> . Upper Saddle River, 2016. Handouts, Magazine Articles, Internet Research, and other materials provided by the instructor	Textbooks/ Software/Etc.	<u>Travel and Tourism Marketing</u> ; Thomson & South-Western; Oelkers Microsoft Word and PowerPoint Handouts, Magazine Articles, Internet Research, and other materials provided by the instructor



## ARTICULATION AGREEMENT COURSE COMPARISON PAGE

School: Milpitas High School

Course: Sales and Marketing

<p>This course gives students an overall understanding of marketing functions and their society. The course covers the fundamentals of marketing, including: product planning and development; buyer behavior; pricing strategies; marketing channels; and methods of marketing research.</p>	<p>This course covers the field of travel and tourism marketing. The general principals of marketing are presented throughout this course are intended to guide students into a journey of learning how to plan and market travel and tourism products and services. Retail, wholesale and marketing channels and institutions are investigated. Discussions of marketing concepts, pricing policies, and international marketing are incorporated.</p>
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Mission College Course Content	High School District Course Content
A. Defining marketing	<p>1. Marketing Basics</p> <ul style="list-style-type: none"> <li>Describe the foundations of travel and tourism marketing</li> <li>Explain the six core standards of marketing</li> </ul>
B. Company and marketing strategy	<p>2. The Nature of Travel and Tourism Marketing</p> <ul style="list-style-type: none"> <li>Understand the early development of the travel and tourism industry</li> <li>Describe the importance of history and geography to travel and tourism.</li> </ul> <p>Travel and Tourism Business Operations</p> <ul style="list-style-type: none"> <li>List and describe the major components of the travel and tourism industry</li> <li>Describe factors of service and quality</li> </ul>

C. The marketing environment	<p>3. Governing Travel and Tourism</p> <ul style="list-style-type: none"> <li>• Describe public/private ventures to improve travel security</li> <li>• Explain the role of government in travel and tourism</li> </ul> <p>National and International Travel Infrastructure</p> <ul style="list-style-type: none"> <li>• Describe the role of infrastructure</li> <li>• List economic resources for travel and tourism</li> <li>• Explain social, political, and environmental issues impacting travel and tourism</li> </ul> <p>Travel Business Risks</p> <ul style="list-style-type: none"> <li>• Identify business risks</li> <li>• Explain methods of controlling risks</li> </ul>
D. Managing marketing information	<p>4. Analyzing the Market</p> <ul style="list-style-type: none"> <li>• Describe the marketing research process.</li> <li>• Explain targeting of market segments and niche markets</li> </ul> <p>Collecting Data with Technology</p> <ul style="list-style-type: none"> <li>• Describe data collection processes</li> <li>• Explain the need for data protection</li> </ul> <p>Managing Marketing Information</p> <ul style="list-style-type: none"> <li>• Define marketing-information management</li> <li>• Describe the uses of marketing information</li> </ul>
E. Consumer and business buyer behavior	<p>5. Memorable Marketing</p> <ul style="list-style-type: none"> <li>• Define Consumer obsession</li> <li>• Explain how to transform disgruntled customers into raving fans</li> </ul>
F. Segmentation, targeting and positioning	<p>6. Diverse Travelers</p> <ul style="list-style-type: none"> <li>• Describe the needs of challenged travelers</li> <li>• List ways to target specific age groups in marketing travel services</li> </ul> <p>Culture, Language, and Religion</p> <ul style="list-style-type: none"> <li>• Describe the impact of culture, language, and religion on tourism</li> <li>• Explain how to market to a specific target group</li> </ul> <p>Analyzing the Market</p> <ul style="list-style-type: none"> <li>• Describe the marketing research process</li> <li>• Explain targeting of market segments and niche markets</li> </ul>

G. Product, services and branding strategy	<p>7. Luxury Travel, Budget Travel, and Ecotourism</p> <ul style="list-style-type: none"> <li>• Explain ways to target a market based on price points and level of service</li> <li>• Describe travel that is sustainable and environmentally friendly</li> </ul> <p>Business Travel, Conventions, and Incentives</p> <ul style="list-style-type: none"> <li>• Describe the significance of business travel to the industry</li> <li>• Explain what attracts conventions to a city</li> <li>• Identify incentives for volume business</li> </ul>
H. New product development and product life cycle strategies	<p>8. Product Planning</p> <ul style="list-style-type: none"> <li>• Discuss how to develop a successful product mix</li> <li>• Explain quality standards</li> </ul> <p>Food and Hospitality</p> <ul style="list-style-type: none"> <li>• Discuss hospitality product/service life cycles</li> </ul>
I. Pricing	<p>9. Pricing</p> <ul style="list-style-type: none"> <li>• Describe pricing and yield management as related to travel and tourism</li> <li>• Define taxes and fees, and understand how they affect travel suppliers and consumers</li> </ul> <p>Luxury Travel, Budget Travel, and Ecotourism</p> <ul style="list-style-type: none"> <li>• Explain ways to target a market based on price points and level of service</li> </ul>
J. Marketing channels and supply chain management	<p>10. E-Commerce</p> <ul style="list-style-type: none"> <li>• Describe the use and importance of e-commerce in travel and tourism marketing</li> <li>• Explain search engine optimization and how to achieve it</li> </ul>
K. Retailing and wholesaling	<p>11. Developing a Business Plan</p> <ul style="list-style-type: none"> <li>• Explain the contribution of small businesses to the economy</li> <li>• Describe a business plan</li> </ul>
L. Advertising	<p>12. Advertising and Public Relations</p> <ul style="list-style-type: none"> <li>• Explain the purpose and types of advertising</li> <li>• Describe ways to measure the effectiveness of advertising</li> <li>• Explain the value of positive publicity</li> </ul>
M. Sales promotion	<p>13. Sales Promotion and Selling</p> <ul style="list-style-type: none"> <li>• Describe sales promotion through the techniques of incentives and touch points</li> </ul>

	<ul style="list-style-type: none"><li>• List and explain the steps of the sales process</li></ul>
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N. Public relations	<p>14. Promotional Plans</p> <ul style="list-style-type: none"> <li>Describe the components of promotion</li> <li>List the steps involved in developing a promotional plan</li> </ul> <p>Advertising and Public Relations</p> <ul style="list-style-type: none"> <li>Explain the value of positive publicity</li> </ul>
O. Personal selling	<p>15. Sales Promotion and Selling</p> <ul style="list-style-type: none"> <li>Describe sales promotion through the techniques of incentives and touch points</li> <li>List and explain the steps of the sales process</li> </ul>
P. Direct marketing	<p>16. Travel and Tourism Business Operations</p> <ul style="list-style-type: none"> <li>List and describe the major components of the travel and tourism industry</li> <li>Students will have a clear understanding of channels of distribution in Travel and Tourism</li> </ul>
Q. Marketing in the digital age	<p>17. Technology Trends</p> <ul style="list-style-type: none"> <li>Describe the technology infrastructure needed in today's hotels</li> <li>Discuss trends in travel and tourism technology</li> </ul>
R. The global marketplace	<p>18. International Organizations</p> <ul style="list-style-type: none"> <li>Explain the purposes of international travel organizations</li> <li>Describe the advantages of association memberships</li> </ul> <p>Sports and Adventure Travel</p> <ul style="list-style-type: none"> <li>Explain sports travel management</li> <li>Discuss an emerging type of adventure travel</li> </ul>
S. Marketing ethics and social responsibility	<p>19. Culture, Language, and Religion</p> <ul style="list-style-type: none"> <li>Describe the impact of culture, language, and religion on tourism</li> </ul> <p>Luxury Travel, Budget Travel, and Ecotourism</p> <ul style="list-style-type: none"> <li>Describe travel that is sustainable and environmentally friendly</li> </ul>
T. Defining marketing	<p>20. Marketing Basics</p> <ul style="list-style-type: none"> <li>Describe the foundations of travel and tourism marketing</li> <li>Explain the six core standards of marketing</li> </ul>

<p><b>U. Writing Assignments:</b> Students compose assignments such as:</p> <ol style="list-style-type: none"> <li>1. Marketing plans</li> <li>2. Case studies</li> <li>3. Internet research assignments</li> </ol>	<p><b>21. Marketing plans</b></p> <ul style="list-style-type: none"> <li>• Students will have to conduct a trade show and show how they plan on marketing a sport event in a country outside of U.S. This will include the FAQ, business cards, brochure, flies, and pictures presented on a tri-folder.</li> <li>• In each chapter there is an extended stay which provides students to improve their skills in planning and marketing travel and tourism products and services.</li> </ul> <p><b>Case studies</b></p> <ul style="list-style-type: none"> <li>• Students will be given assignments in each chapter which prepares them for competitive events by using a Case Study and Event Prep which was prepared by DECA</li> </ul> <p><b>Internet Activities</b></p> <ul style="list-style-type: none"> <li>• Students will demonstrate an understanding of Travel and Tourism Industry by having the students accessing <a href="http://www.travel.swlearning.com">www.travel.swlearning.com</a> which includes Internet activities for each chapter.</li> </ul>
<p><b>V. Outside Assignments</b></p> <ol style="list-style-type: none"> <li>1. Assigned reading</li> <li>2. Research in libraries and resource centers</li> <li>3. Assigned writing</li> </ol>	<p><b>22. Assigned reading</b></p> <ul style="list-style-type: none"> <li>• During SSR students will be given a reading assignment in their text</li> <li>• Students will be given reading assignments through DECA</li> </ul> <p><b>Research in libraries and resource centers</b></p> <ul style="list-style-type: none"> <li>• During their Marketing course students are in a computer lab and are using the internet as their source.</li> </ul> <p><b>Assigned writing</b></p> <ul style="list-style-type: none"> <li>• The instructor will be giving the students assigned writings which have been recommended by DECA using the computer and Microsoft Word</li> </ul>



<p><b>W. Critical Thinking Assignments</b></p> <ol style="list-style-type: none"> <li>1. Participate in problem-solving discussions.</li> <li>2. Perform case study analyses.</li> <li>3. Complete introspective assessment exercises.</li> </ol>	<p>23. Participate in problem-solving discussions</p> <ul style="list-style-type: none"> <li>• The students will demonstrate an understanding of the chapter by peering off with another student to do several problem-solving problems at its conclusion.</li> </ul> <p>Perform case study analyses</p> <ul style="list-style-type: none"> <li>• The students will demonstrate an understanding of the chapter by analyzing a case study given by DECA at the conclusion of the chapter</li> </ul> <p>Complete introspective assessment exercises</p> <ul style="list-style-type: none"> <li>• Students will be assigned to a discussion "Stopover" in each chapter which provides the student with an opportunity to assess their comprehension at key points throughout the chapter. Ongoing review and assessment helps the student understand the material.</li> </ul>
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## ARTICULATION AGREEMENT    COURSE COMPARISON PAGE

School: Milpitas High School

Course: Sales and Marketing

Mission College Course Student Learning Outcomes	HS/Adult School/ROP Course Student Learning Outcomes
A. Analyze the effectiveness of the marketing mix (product, price, promotion and distribution) for a particular organization.	1. See syllabus
B. Determine appropriate market segments and target markets and explain consumer behavior.	2.
C. Identify global forces external to the organization that affect marketing strategies.	3.
D.	4.
E.	5.
F.	6.
G.	7.



## ARTICULATION AGREEMENT MEASUREMENT PAGE

School: Milpitas High School

Course: Sales and Marketing

A.	Student achievement evaluation shall be comprised of class participation, examinations, and written assignments.	1. Students will be assessed by the teacher by collecting written assignments
B.		2. Students will be assessed by the teacher using a rubric format for their PowerPoint presentation of a Case Study
C.		3. Students will be assessed by judges using a rubric format for their international trade show presentation and selling techniques.
D.		4. Students will be evaluated by class participation and completion of class assignments.
E.		5.

**Credit for the course listed will be granted if the following criteria are met:**

- ☒ Stipulated grade of **B or better**
- ☒ Credit-by-Examination administered by ( ) Secondary School ( ) Mission College
- ☐ Demonstration/Portfolio
- ☐ Certification of specific competencies
- ☐ Other \_\_\_\_\_

Statewide Career Pathways associated with this articulation agreement:

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## CTE ARTICULATION AGREEMENT SIGNATURE PAGE

### Mission College Instructor

Signature: Chris Zilg

Print Name: Chris Zilg

Date: 5/8/18

Phone: 408/855/5356

Email: christopher.zilg@missioncollege.edu

### Mission College Department Faculty Chair

Signature: Chris Zilg

Print Name: Chris Zilg

Date: 5/8/18

Phone: 408/855/5356

Email: \_\_\_\_\_

### Mission College Instructional Dean/Designee

Signature: 5/8/18

Mina Jahan  
408-855-5360  
mina.jahan@wvm.edu

### HS/Teacher

Signature: Elliott Terr

Print Name: Elliott Terr

Date: 04/28/2018

Phone: 408/635/2800 Ext. 4006

Email: eterr@musd.org

### HS/Principal/Designee

Signature: [Signature]

Print Name: Francis Rojas

Date: 5/24/18

Phone: 408/635/2800 Ext. 4120

Email: frojas@musd.org

### HS Superintendent of Instruction/Designee

Signature: \_\_\_\_\_

Print Name: Norma Rodriguez

Date:     /     /    

Phone: 408/635/2600 Ext 6006

Email: nrodriguez@musd.org

Please Attach Official Course Outlines/Syllabi/ Pertinent Documentation

# **Marketing I/II Syllabus**

## **Milpitas High School Business Department**

<b>Instructor: Elliott Terr</b>	<b>Date: May 2, 2018</b>
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### **Introduction**

*Marketing I/II* is a comprehensive, two-semester, one-year course that introduces students to the principles and practices in retail hospitality and travel industry, merchandising, and marketing. It emphasizes marketing principles, advertising, operations, selling, human relations, communications, customer service, international marketing, and business management.

### **Course Objectives**

#### **First Term:**

This hands-on course provides complete instruction, demonstration and practice using Internet Travel Reservation Web Sites. Students will learn to build and price air itineraries, book hotel and car rental segments. In Addition, students will learn Microsoft Word, Excel and Powerpoint Presentations. Students will also learn how to construct and type a resume and participate in a resume workshop. Students will have an on-line experience with a mentor program (icouldbe.org). Students will experience investing in the Stock Market use the computer and being in teams as well as project base learning activities.

#### **Second Term:**

This course will continue to introduce Travel and Tourism Marketing Strategies to the students. Students will understand the concepts of Distribution; Marketing-Information Management; Pricing; Product/Service Management; Promotion; Selling; International Marketing and Entrepreneurship. During the term, the class will put on an International Digital Travel Open House (Trade Show). There will be a continuation of the Mentor Program and Investing in the Stock Market.

### **Required Curriculum Materials**

- Microsoft Office 2000 – Text, developed by Shelly Cashman

- National Academy Foundation (NAF) – Hospitality Marketing Course

## **Prerequisites**

None

## **Testing**

Students will be tested at the end of each chapter and unit. Chapter tests consist of problems and matching vocabulary, true/false, and multiple-choice questions. The time required to complete a chapter test is usually 30–40 minutes. Unit tests are designed like chapter tests and are administered after completing four to five chapters. Unit tests usually require about 40–50 minutes to complete.

## **Missed Tests**

If a student misses a test, it is the student's responsibility to make arrangements with the instructor to make up the test immediately upon return to school. A fair and reasonable amount of time will be made to accommodate students with lengthy absences.

## **Grading**

• Completion of Class Assignments	30%
• On Line Mentor Program (icouldbe.com)	15%
• Tests	20%
• Quizzes	05%
• Dress Up	05%
• Projects	15%
• Final Exam	10%

## **Classroom Policies**

It is the goal of this school district to provide all students with a conducive and safe environment for learning. Therefore, it is each student's responsibility to help achieve this goal by extending to each other, as well as to your instructor, the same degree of courtesy and respect that you wish for others to extend to you. It is also each student's responsibility to arrive to class on time and to maintain a good school attendance record. Violation of classroom policies will be handled according to school district policy.

Food and Drinks will not be allowed in the classroom. Failure to follow this rule will result in disposal of the items. I do not want to see or hear gum either! Appropriate discipline will be given.

**Tutoring**

Because one of the goals of this course is to help all students find success in accounting, your instructor will make arrangements to be available before and after school to provide tutoring if you are having difficulty with accounting. You are encouraged to make arrangements with your instructor if you need additional help.

**Course Coverage**

In this course, we will use the following class schedule.

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## **Unit 1: Marketing Basics**

Lesson 1: What Is Hospitality Marketing?

Lesson 2: The Customer

Lesson 3: The Product

Lesson 4: Mission Statements and Goals

Lesson 5: Market Research

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## **Unit 2: Branding and Strategy**

Lesson 6: The Significance of Brands

Lesson 7: Developing a Brand

Lesson 8: Marketing Strategy

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## **Unit 3: Marketing Channels**

Lesson 9: Public Relations

Lesson 10: Print Marketing

Lesson 11: Broadcast Media Campaigns

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## **Unit 4: Internet Marketing**

Lesson 12: Internet Marketing Basics

Lesson 13: Digital Marketing and Interactivity

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## **Unit 5: Putting It All Together**

Lesson 14: The Culminating Project

Lesson 15: Working in the Industry and Course Closure