

This Articulation Agreement is in effect between MISSION COLLEGE and MILPITAS High School/District-ROP. It affirms the commitment that each has with respect to program articulation.

Mission College and Milpitas High School/District-ROP 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/District-ROP class **SALES & MKTG. TRAVEL AND TOURISM** articulates with Mission College's **FDRST 076 SALES AND MARKETING IN THE HOSPITALITY INDUSTRY**

The attached Articulation Agreement shall be placed into effect on this date. This agreement will remain in effect until June 2014. Starting in the Fall of 2013, appropriate instructional and administrative staff must meet face-to-face at the annual Tech-Prep Articulation Day to review and update this agreement.

The Ultimate Goal Of This Articulation Agreement Is To Help The Student To Succeed In Their Chosen Program Of Study/Career Pathway:

*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 Pathways.
- Goal oriented, better prepared students increases retention.
- Provides the opportunity for the college to focus on higher-end courses within the Program of Study/Career Pathways.

*Benefit to the Community and Industry:*

- Tech Prep program allows industry and community opportunities for direct input into the curriculum.
- Tech Prep consortia 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 economic and workforce development leaders and stewards within their community, assisting them to counsel students in Programs of Study/Career Pathways.

# ARTICULATION AGREEMENT

School: Milpitas High School

# COURSE COMPARISON PAGE

Course: Sales and Marketing

Mission College Course Content	High School District Course Content
<p>1. Introduction to Hospitality Marketing and Sales</p> <ul style="list-style-type: none"> <li>• Marketing and Sales</li> <li>• Management's role in Marketing and Sales</li> <li>• The Importance of Marketing and Sales</li> </ul>	<p><b>1. Marketing Basics</b></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>2. The Marketing Plan: The Cornerstone of Sales</p> <ul style="list-style-type: none"> <li>• The Marketing Plan</li> <li>• Steps of a Marketing Plan</li> </ul>	<p><b>2. The Nature of Travel and Tourism Marketing</b></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><b>Travel and Tourism Business Operations</b></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>
<p>3. Managing the Marketing and Sales Office</p> <ul style="list-style-type: none"> <li>• Organizing the Marketing and Sales Office</li> <li>• Developing the Marketing and Sales Office Communication System</li> <li>• The Automated Marketing and Sales Office</li> <li>• Evaluating the Marketing and Sales Office</li> </ul>	<p><b>3. Governing Travel and Tourism</b></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 National and International Travel Infrastructure</li> <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><b>Travel Business Risks</b></p> <ul style="list-style-type: none"> <li>• Identify business risks</li> <li>• Explain methods of controlling risks</li> </ul>
<p>4. Personal Sales</p> <ul style="list-style-type: none"> <li>• Prospecting</li> <li>• Preparing for the Presentation Sales Call</li> <li>• The Presentation Sales call</li> <li>• Improving Sales Productivity</li> </ul>	<p><b>4. Analyzing the Market</b></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><b>Collecting Data with Technology</b></p> <ul style="list-style-type: none"> <li>• Describe data collection processes</li> <li>• Explain the need for data protection</li> </ul> <p><b>Managing Marketing Information</b></p> <ul style="list-style-type: none"> <li>• Define marketing-information management</li> <li>• Describe the uses of marketing information</li> </ul>
<p>5. Telephone Sales</p> <ul style="list-style-type: none"> <li>• Basics of Telephone Communication</li> <li>• Outgoing Calls</li> <li>• Incoming Calls</li> <li>• Telephone Sales Operations</li> </ul>	<p><b>5. Memorable Marketing</b></p> <ul style="list-style-type: none"> <li>• Define Consumer obsession</li> <li>• Explain how to transform disgruntled customers into raving fans</li> </ul>

## 12. Marketing to Special Segments

- International Travelers
- The Destination Wedding and Honeymoon Market
- The Sports Market

## **12. Advertising and Public Relations**

- Explain the purpose and types of advertising
- Describe ways to measure the effectiveness of advertising
- Explain the value of positive publicity

**U. Writing Assignments:**

Students compose assignments such as:

1. Marketing plans
2. Case studies
3. Internet research assignments

**21. Marketing plans**

- 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 F AQ, business cards, brochure, flies, and pictures presented on a tri-folder

**ARTICULATION AGREEMENT**

School: Milpitas High School

**MEASUREMENT PAGE**

Course: Sales and Marketing

Measurement Method (industry certification or licensure)	Measurement Method (industry certification or licensure)
<p>A. Student achievement evaluation shall be comprised of class participation, examinations, and written assignments</p> <p>B. Upon passing the final exam, students will receive a certificate of completion from the American Hotel and Lodging Educational Foundation</p>	<p>1. Students will be assessed by the teacher by collecting written assignments</p> <p>2. Students will be assessed by the teacher using a rubric format for their PowerPoint presentation of a Case Study.</p> <p>3. Students will be assessed by judges using a rubric format for their international trade show presentation and selling techniques.</p> <p>4. Students will be evaluated by class participation and completion of class assignments.</p>

**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 Template associated with this articulation agreement:

---

# ARTICULATION AGREEMENT SIGNATURE PAGE

## College Instructor

Signature: Albert Yu  
Type Name: Albert Yu  
Date: 6/25/13  
Phone: 707, 304, 2723  
Email: albert.b.yu@gmail.com

## College Department Faculty Chair

Signature: W. J. Denis  
Type Name: W. J. Denis  
Date: 7/1/13  
Phone: 408/855/5252  
Email: wjdenis@wvm.edu

## College Instructional Dean/Designee

Signature: Stephanie Kashima  
Type Name: Stephanie Kashima  
Date: 6/1/13  
Phone: 408/855 5199  
Email: stephanie.kashima@wvm.edu

## High School Teacher

Signature: Elliott Terr  
Type Name: Elliott Terr  
Date: 08/16/2013  
Phone: 408/635/2800  
Email: cterr@muscde.ORG

## High School Principal/Designee

Signature: Ken Schlaff  
Type Name: KEN SCHLAFF  
Date: 8/16/13  
Phone: 408/635/2800  
Email: KSCHLAFF@muscde.org

## High School Assistant Superintendent of Instruction/Designee

Signature: Cary Matsuoka  
Type Name: Cary Matsuoka, Superintendent  
Date: 9/10/2013  
Phone: 408/635/2600  
Email: cmatsuoka@muscde.org

**Please Attach Official Mission College/HS-ROP Course Outlines/Syllabi  
And Any Other Pertinent Documentation**