

Standards Correlations

Travel, Tourism, and Destination Marketing (8169)

Task	SOL Correlations	National MBA Research Standards
Demonstrating Personal Qualities and Abilities		
Demonstrate creativity and innovation.	English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate critical thinking and problem solving.	English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1,	

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	WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Demonstrating Interpersonal Skills		
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1	

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	History and Social Science: CE.1, CE.4, GOVT.1, USI.1, VUS.1	
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1	
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrating Professional Competencies		
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate career- and life-management	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6	

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skills.	History and Social Science: CE.1, CE.4, CE.12, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4	
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1	
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8	
Demonstrate information-literacy skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8	

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	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12, A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate an understanding of information security.	English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: COM.10	
Maintain working knowledge of current information-technology (IT) systems.	English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1	
Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	

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	Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1	
Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1	

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Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Examining All Aspects of an Industry		
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16	
Examine aspects of management within an industry/organization.		
Examine aspects of financial responsibility within an industry/organization.		
Examine technical and production skills required of workers within an industry/organization.		
Examine principles of technology that underlie an industry/organization.		
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine health, safety, and	History and Social Science: GOVT.16	

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environmental issues related to an industry/organization.		
Addressing Elements of Student Life		
Identify the purposes and goals of the student organization.		
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		
Identify Internet safety issues and procedures for complying with acceptable use standards.		
Exploring Work-Based Learning		
Identify the types of work-based learning (WBL) opportunities.		
Reflect on lessons learned during the WBL experience.		
Explore career opportunities related to the WBL experience.		
Participate in a WBL experience, when appropriate.		

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Relating Sales and Marketing to Travel and Tourism		
Identify the main categories of tourism.	English: 11.5, 12.5 History and Social Science: VUS.8, VUS.10, WHII.8	Business Administration- Acquire information to guide business decision-making.
Identify the basic elements of a marketing plan.	English: 11.5, 12.5	Marketing- Employ marketing-information to plan marketing activities.
Identify the basic steps of the sales process.	English: 11.5, 12.5	Business Administration- Resolve conflicts with/for customers to encourage repeat business. Marketing- Acquire a foundational knowledge of selling to understand its nature and scope. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Performing Market Research in the Travel and Tourism Industry		
Analyze how research methods are used in the travel and tourism industry.	English: 11.5, 12.5 History and Social Science: GOVT.15 Mathematics: PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*	Marketing- Employ marketing-information to plan marketing activities. Understand data-collection methods to

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		<p>evaluate their appropriateness for the research problem/issue.</p> <p>Understand marketing-research activities to show command of their nature and scope.</p> <p>Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.</p>
Gather data for a local or regional travel and tourism industry.	<p>English: 11.8, 12.8</p> <p>History and Social Science: GOVT.1</p>	<p>Business Administration-</p> <p>Acquire information to guide business decision-making.</p> <p>Marketing-</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>
Analyze travel and tourism market research data to identify trends and patterns.	<p>English: 11.5, 12.5</p> <p>History and Social Science: GOVT.1, VUS.1</p> <p>Mathematics: PS.1*, PS.2*, PS.3*, PS.4*, PS.7*</p>	<p>Marketing</p> <p>Evaluate marketing research procedures and findings to assess their credibility.</p> <p>Interpret marketing information to test hypotheses and/or to resolve issues.</p>
Compose recommendations based on the analysis of travel and tourism data.	<p>English: 11.5, 12.5</p> <p>History and Social Science: GOVT.1</p> <p>Mathematics: PS.1*, PS.2*, PS.3*, PS.4*,</p>	

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	PS.9*	
Describe the advantages and disadvantages of market segmentation.	English: 11.5, 12.5 History and Social Science: GOVT.1, GOVT.15	Marketing- Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).
Develop a positioning statement for a specific business venture.	English: 11.1, 11.5, 12.1, 12.5 History and Social Science: GOVT.1, VUS.1	Business Administration- Acquire information to guide business decision-making. Marketing- Develop marketing strategies to guide marketing tactics.
Revise a positioning statement based on research.	English: 11.1, 11.5, 12.1, 12.5 History and Social Science: GOVT.1 Mathematics: PS.1*, PS.2*, PS.3*, PS.4*	Business Administration- Acquire information to guide business decision-making. Control an organization's/department's activities to encourage growth and development. Utilize planning tools to guide organization's/department's activities. Marketing- Understand marketing-research activities to

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		show command of their nature and scope.
Create a travel and tourism marketing plan.	English: 11.1, 12.1 History and Social Science: GOVT.1, VUS.1 Mathematics: PS.8*	Marketing- Develop marketing strategies to guide marketing tactics. Employ marketing-information to plan marketing activities.
Present a travel and tourism marketing plan to the class.	English: 11.1, 12.1 History and Social Science: GOVT.1	Business Administration- Apply verbal skills to obtain and convey information.
Understanding the Financial Implications of Marketing and Sales		
Explain a travel and tourism manager's role in budget management.	English: 11.2, 11.5, 12.2, 12.5	Business Administration- Acquire a foundational knowledge of finance to understand its nature and scope. Manage financial resources to ensure solvency.
Interpret financial statements.		Business Administration- Implement accounting procedures to track money flow and to determine financial status. Manage financial resources to ensure solvency.
Explain why revenue management is essential when dealing with perishable goods.	English: 11.5, 12.5 Mathematics: A.7, AFDA.1, AII.7	Marketing- Select target market appropriate for product/business to obtain the best return on

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		marketing investment (ROMI).
Analyze the effect of business ethics for a sales and marketing department.	English: 11.5, 12.5 History and Social Science: GOVT.1, GOVT.15	Business Administration- Acquire a foundational knowledge of information management to understand its nature and scope. Acquire information to guide business decision-making. Understand operation's role and function in business to value its contribution to a company. Marketing- Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Analyze financial policies and procedures related to travel and tourism sales transactions.	English: 11.5, 12.5 History and Social Science: GOVT.1, GOVT.15	Business Administration- Acquire a foundational knowledge of finance to understand its nature and scope. Acquire information to guide business decision-making. Maintain business records to facilitate business operations.
Understanding Uses of Technology in the Travel and Tourism Industry		

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Explain the effects of technology on travel and tourism marketing.	English: 11.2, 11.5, 12.2, 12.5 History and Social Science: GOVT.12, GOVT.15, VUS.14, WG.17, WHII.14	Marketing- Acquire foundational knowledge of marketing-information management to understand its nature and scope.
Apply technology to travel and tourism marketing.	English: 11.5, 12.5 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration- Understand operation's role and function in business to value its contribution to a company. Utilize information-technology tools to manage and perform work responsibilities.
Implementing Marketing and Sales Based on Safety, Social, and Environmental Issues		
Analyze the effects on safety issues in the travel and tourism industry.	English: 11.5, 12.5 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration- Adhere to health and safety regulations to support a safe work environment. Implement safety procedures to minimize loss. Implement security policies/procedures to minimize chance for loss.
Examine the effects of health issues related to the travel and tourism industry.	English: 11.5, 12.5 History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Business Administration- Adhere to health and safety regulations to support a safe work environment.
Describe the economic and social effects of a crisis or disaster.	English: 11.5, 12.5	Business Administration-

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	History and Social Science: GOVT.12, VUS.14, WG.17, WHII.14	Adhere to health and safety regulations to support a safe work environment. Identify potential business threats and opportunities to protect a business' financial well-being.
Identify threats to a marketing campaign.	English: 11.5, 12.5 History and Social Science: GOVT.1, GOVT.15	Business Administration- Identify potential business threats and opportunities to protect a business' financial well-being. Implement safety procedures to minimize loss. Marketing- Determine technology security issues to protect customer information and company image.
Conducting Sales		
Examine concepts and issues related to pricing products and services in the travel and tourism industry.	English: 11.5, 12.5 History and Social Science: GOVT.1, GOVT.15	Marketing- Develop a foundational knowledge of pricing to understand its role in marketing.
Examine concepts related to selling products and services in the travel and tourism industry.	English: 11.1, 11.5, 12.1, 12.5 History and Social Science: GOVT.1, GOVT.15	Marketing- Acquire a foundational knowledge of selling to understand its nature and scope. Acquire product knowledge to communicate product benefits and to ensure appropriateness

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		<p>of product for the customer.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Demonstrate the selling process.	English: 11.5, 12.5	<p>Marketing-</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Create a sales strategy for a travel and tourism venture.	<p>English: 11.5, 11.8, 12.5, 12.8</p> <p>History and Social Science: GOVT.1, GOVT.15</p>	<p>Business Administration-</p> <p>Use social media to communicate with a business's stakeholders.</p> <p>Marketing-</p> <p>Employ marketing-information to plan marketing activities.</p> <p>Understand promotional channels used to communicate with targeted audiences.</p> <p>Understand sales processes and techniques to</p>

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		enhance customer relationships and to increase the likelihood of making sales.
Identify a generational sales strategy.	English: 11.5, 12.5	Business Administration- Acquire information to guide business decision-making. Marketing- Employ marketing-information to plan marketing activities.
Define <i>revenue management</i> as it relates to sales.	English: 11.5, 12.5	Marketing- Assess marketing strategies to improve return on marketing investment (ROMI).
Identify additional opportunities for revenue.	English: 11.5, 12.5 History and Social Science: GOVT.15	Marketing- Assess marketing strategies to improve return on marketing investment (ROMI). Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.
Examine concepts and issues related to promotion in the industry.	English: 11.5, 12.5 History and Social Science: GOVT.15	Marketing- Acquire a foundational knowledge of promotion to understand its nature and scope.
Analyze promotional options to reach specific target markets.	English: 11.5, 12.5 History and Social Science: GOVT.1,	Marketing- Understand the use of an advertisement's

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	GOVT.15	<p>components to communicate with targeted audiences.</p> <p>Understand the use of public-relations activities to communicate with targeted audiences.</p>
Develop a promotional plan.	English: 11.5, 12.5	<p>Marketing-</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>Employ marketing information to plan marketing activities.</p>
Providing Customer Service		
Describe management considerations for providing customer service to travel and tourism clients.	English: 11.5, 12.5	<p>Business Administration-</p> <p>Foster positive relationships with customers to enhance company image.</p> <p>Resolve conflicts with/for customers to encourage repeat business.</p> <p>Marketing-</p> <p>Foster positive relationships with customers to enhance sales.</p>
Summarize the methods for measuring customer service.	<p>English: 11.5, 12.5</p> <p>Mathematics: PS.9*</p>	<p>Business Administration-</p> <p>Understand the nature of customer relationship management to show its contributions to a</p>

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Describe methods of brand and reputation management related to customer service.	English: 11.5, 12.5	<p>company.</p> <p>Business Administration-</p> <p>Foster positive relationships with customers to enhance company image.</p> <p>Reinforce company's image to exhibit the company's brand promise.</p> <p>Use social media to communicate with a business's stakeholders.</p> <p>Marketing-</p> <p>Position company to acquire desired business image.</p> <p>Understand the use of an advertisement's components to communicate with targeted audiences.</p> <p>Understand the use of public-relations activities to communicate with targeted audiences.</p>
Pursuing a Career in Travel and Tourism Marketing		
Identify the characteristics of a successful travel and tourism professional.	<p>English: 11.5, 12.5</p> <p>History and Social Science: GOVT.16</p>	<p>Business Administration-</p> <p>Utilize career-advancement activities to enhance professional development.</p>

Task	SOL Correlations	National MBA Research Standards
Determine career trends and opportunities in travel and tourism marketing and sales.	English: 11.5, 12.5 History and Social Science: GOVT.8	Business Administration- Participate in career planning to enhance job-success potential.
Research a specific career in the travel and tourism marketing and sales industry.	English: 11.8, 12.8 History and Social Science: GOVT.1	Business Administration- Participate in career planning to enhance job-success potential. Utilize career-advancement activities to enhance professional development.
Research postsecondary training and educational opportunities in travel and tourism marketing and sales.	English: 11.8, 12.8 History and Social Science: GOVT.1	Business Administration- Participate in career planning to enhance job-success potential.
Update a résumé and cover letter.	English: 11.6, 11.8, 12.6, 12.8	Business Administration- Implement job-seeking skills to obtain employment. Participate in career planning to enhance job-success potential.
Describe the role of online résumé posting sites, social networking sites, and association job boards.	English: 11.2, 11.5, 12.2, 12.5	
Describe potential effects of social media to your personal brand and/or job opportunities.	English: 11.5, 12.5	Business Administration- Use social media to communicate with a business's stakeholders.

Task	SOL Correlations	National MBA Research Standards
Tailor interview techniques to a variety of companies.	English: 11.1, 12.1 Mathematics: PS.9*	Business Administration- Implement job-seeking skills to obtain employment.
Explain the roles of professional and trade organizations in career development.	English: 11.5, 12.5	Business Administration- Utilize career-advancement activities to enhance professional development.