

TEACHERS' NOTES

UNIT 7 - SALES AND MARKETING OF HOSPITALITY PRODUCTS AND SERVICES



Level 3 Diploma Principal Learning xxxx

Hospitality HOS3U7/TN Level 3

Unit 7 Sales and marketing of hospitality products and services

Preliminary Material for the xxxx examination

Non-confidential notes for centres on the use of the Preliminary Material

- Three copies per centre.
- One copy for the relevant Head(s) of Department, one for the Examination Officer.
- All teachers should study these notes **and** the Preliminary Material from **xxxx** (see paragraph 4).
- The Preliminary Material to be issued to candidates on xxxx or as soon as possible thereafter.

The Preliminary Material

- 1 For the specification named above, Preliminary Material is issued for **each** examination series for the unit identified. The issued Preliminary Material is **only** valid for the examination series identified above.
- 2 The Preliminary Material will give general guidance to candidates and details of the context for **some** of the questions on the examination paper. Candidates should make notes on the Research Task(s) as specified in the Preliminary Material (see paragraph 10).
- 3 The Preliminary Material must **not** be taken into the examination room. Candidates should be issued with a second clean copy at the start of the examination, along with the question paper/ answer booklet.

Date of issue

- 4 The Preliminary Material will be sent to centres in time for **xxxx** to allow the Preliminary Material to be issued to teachers and candidates on 1 November or as soon as possible thereafter. The Examination Officer should provide the teacher with the Preliminary Material. Candidates and teachers are **not** permitted to see or work on the Research Tasks prior to xxxx. Sufficient copies of the Preliminary Material will be provided for the numbers of candidates provisionally entered for the examination in the Estimated Entries booklet. Centres which make a first entry at the final entry stage or later will be sent the appropriate numbers of copies as soon as possible.

Turn over

Centre's role

- 5 Teachers should note that candidates entered for this specification also have to prepare for the other subjects they are studying. Centres must decide for themselves how much time can be allowed, but it is important that candidates are not permitted to spend too much time on researching and making notes for the examination.
- 6 All of the research needed for this topic can be carried out as a part of normal teaching and learning. In addition to this booklet, teachers are also advised to ensure their familiarity with the specification for this unit. It is expected that the teacher will teach the scope for all four learning outcomes for the unit and will discuss in detail the requirements of the Research Task(s) with candidates. Teachers may teach to this Preliminary Material.
- 7 Centres are not permitted to change or re-word the Preliminary Material in any way.

Making notes to be taken into the examination

- 8 Candidates **must** make notes independently. Research and note-taking may be carried out during lesson times and/or as homework.
- 9 Candidates should make notes as specified in the Research Task(s). The candidate **must** take these notes into the examination and **must** securely attach them to the question paper/ answer booklet at the end of the examination. The notes **must** include, on the front page, the candidate name, number and centre number and be securely fastened together.
- 10 Candidates' notes may be handwritten or word processed. They must **not** exceed 12 sides of A4 paper. The notes may **not** include photocopies from text books, unedited Internet printouts, lesson notes, teacher worksheets or similar materials. Candidates' notes should only be **their own notes** as specified in the Research Task(s).