## Units of Learning Outcomes – A: Hospitality and Accommodation

A unit of learning outcomes is a component of a qualification consisting of a coherent set of knowledge, skills and competence that can be assessed and validated. (ECVET Recommendation)

| Reference system: German vocational training act |
| Ausbildungsberuf / training occupation / qualification: |
| **German** | **English** | **French** |
| 1. Hotelkaufmann | 1. Management Assistant for the Hotel Industry | 1. Agent commercial dans l'hôtellerie |
| | 3. Hotel and Catering Industry Expert | 3. Employé qualifié en hôtellerie et restauration |

### Unit: A3

#### Title: Hotel Organisation / Marketing

Level 3 or 4 (DQR/EQF)

#### Knowledge

- He/ she knows...
  - * the significance of the hotel, catering and tourism industry
  - * how to deal courteously with complaints and compliments and demonstrate a commitment to customer satisfaction
  - * project-management software (tools for planning and monitoring of activities)
  - * research, analysis and presentation of solutions
  - * methods and tools for marketing activities (mailing, advertising, branding, CI,…)
  - * how to calculate costs (identify the components of the budget)
  - * basic marketing terminology in foreign language

#### Skills

- He/ she is able to.../ the learner understands to...
  - * use ICT taking into account data protection regulation
  - * plan, organise and structure office work processes taking into account priorities
  - * plan, realise and assess marketing activities efficiently under supervision
  - * work with text processing software
  - * work with spreadsheet software
  - * deal with paper and electronic files and manage e-mail
  - * work with presentation programs (Powerpoint,..)
  - * schedule tasks and work to deadlines
  - * organise tasks to be carried out (self-management)
  - * assigning priorities, working goal-oriented
  - * work in a team
  - * act culturally sensitive
  - * communicate with others (people skills/ empathy)
  - * act and plan flexibly
  - * be on time
  - * motivate him/herself

#### Competences

- He/ she is responsible for/ supervises...
  - * planing and realising marketing activities (promotion, PR, event management)
  - * decorating according to occasion
  - * creating promotionally effective offers
  - * controlling results of marketing activities
  - * creating, sorting, filing and archiving documents
  - * backing up data considering data protection regulations and directives

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