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| **Module code and title:** | Tourism Marketing Principles  MGBBT1TMP | **Module leader:** | Eliot Kelly |
| **Assignment No. and type:** | Individual presentation (10mins)  (10 mins Q&A) | **Assessment weighting:** | 50% |
| **Submission time and date:** | On or before: **11th August 2023** | **Target feedback time and date:** | 3 weeks from the date of final submission |

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| **Assignment task** | |
| This assignment is to be in the form of a PowerPoint presentation delivered individually in the classroom during week 5 scheduled class. | |
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| **This assignment has been designed to provide you with an opportunity to demonstrate your achievement of the following module learning outcomes:** | |
| LO 1 | Demonstrate an ability to analyse the complex nature of the tourism marketing environment using marketing concepts and techniques |
| LO 2 | Understand the concept of market segmentation/target marketing and describe decisions associated with these key activities within the marketing planning stages of a tourism organisation |
| LO 3 | Analyse the effectiveness of the marketing mix |
| LO 4 | Apply acquired knowledge of marketing and relevant skills to a range of real-world cases and examples with the tourism industry. |
| LO 5 | Demonstrate appropriate academic writing skills, referencing and good academic practice and make decisions on organising material in a logical and coherent way with an audience in mind. |
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| **Task requirements** | |
| **OVERVIEW**  This assignment will encourage the students to apply the academic skills, demonstrate their understanding and ability to analyse  Students are required to design and present a powerpoint presentation that analyses the following areas of a popular **hospitality, travel or leisure** organisation.  **Please note students should choose one of the three areas and are not required to analyse all three.**  **DESCRIPTION OF THE TASK – WHAT YOU ARE BEING ASKED TO DO?**  An in-class presentation analysing the students’ chosen hospitality, travel or leisure company of their choice, using The Marketing Mix.  Presentation Focus areas: (Guide)  Cover Page  Slide 1: What is Marketing Mix?  Slide 2: What are The Elements or 4Ps of the Marketing Mix?  Slide 3: (Chosen organisation Marketing Channels)  Slide 4: (Features of production)  Slide 5: (Nature of market)  Slide 6: (The number and location of consumers)  Slide 7: (Stage of product life cycle)  Slide 8: (Customer Buying behavior)  Slide 9: (The competitive environment and competitor behavior)  Slide 10: (Globalization of marketing system)  References  Q&A Slide  Thank You Slide  **In-class Presentation (Individual) – 50%**   * Ensure you access relevant materials on the Moodle for your presentation. * You must use at least two from the reading resources on the Moodle for presentation.   **Important information for the Individual presentation**   * Ensure the first slide of the presentation has all your name and student ID. * Individual feedback will be provided on the Moodle.   Please upload your Presentation with Speaker Notes in Microsoft Word format.  To complete this  please follow the procedure in specified in the ‘Save presentations with Speaker notes in Word Format’  which can be found in the Assessments Tab.  Failure to present the speaker notes means that the ‘Communication’ criteria in the rubric will be  unable to be marked and will be set to zero’  Failure to attend the presentation and present your slides will result in the ‘Oral presentation’ criteria in the rubric will be unable to be marked and will be set to zero’  **Your presentation needs to include:**  **Cover Page**  Slide 1: What is Marketing Mix?  Slide 2: What are The Elements or 4Ps of the Marketing Mix?  Slide 3: (Chosen organisation Marketing Channels)  Slide 4: (Features of production)  Slide 5: (Nature of market)  Slide 6: (The number and location of consumers)  Slide 7: (Stage of product life cycle)  Slide 8: (Customer Buying behavior)  Slide 9: (The competitive environment and competitor behavior)  Slide 10: (Globalization of marketing system)  References  Q&A Slide  Thank You Slide  **You must reference all information used in your presentation, using the CCCU Harvard Referencing Guide.**  **See attached grid for grade descriptors.** | |
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| **Referencing and research requirements** | |
| Please reference your work according to the Canterbury Harvard style guidance which you can access on Moodle.  Minimum references (10) Ten | |
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| **How your work will be assessed** | |
| Your work will be assessed on the extent to which it demonstrates your achievement of the stated learning outcomes for this assignment (see above) and against other key criteria, as defined in the University’s institutional grading descriptors. If it is appropriate to the format of your assignment and your subject area, a proportion of your marks will also depend upon your use of academic referencing conventions.  This assignment will be marked according to the grading descriptors for Level 2. | |
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| Submission details | |
| This assignment should be submitted electronically via Moodle (module tutors will discuss this process with you during class time).   * Please ensure that your work has been saved in an appropriate file format (Microsoft Word) Lecturers will show you how this is done and resources showing you how to create your submission will also be on Moodle. * Your file must also contain at least 20 words of text, consist of fewer than 400 pages and be less than 40MB in size. * You can submit your work as many times as you like before the submission date. If you do submit your work more than once, your earlier submission will be replaced by the most recent version. * Once you have submitted your work, you will receive a digital receipt as proof of submission, which will be sent to your forwarded e-mail address (provided you have set this up). Please keep this receipt for future reference, along with the original electronic copy of your assignment * You are reminded of the University’s regulations on academic misconduct, which can be viewed on the University website: Academic Misconduct Policy. In submitting your assignment, you are acknowledging that you have read and understood these regulations. | |
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