



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Hotel Management Level 4



Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

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BMIH4009 / BMIH4009 Marketing Essentials Week

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Before we start.....

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as per the university code of conduct
- Please ensure you arrive by 9am for a 9.15am start and have arranged to be here until 1pm each lecture
- Mobile phones should be on silent and only used when required for activities
- If you ever have any queries at all please reach out on n.Brailsford@uwtsd.ac.uk
- Let's make this module an enjoyable one, so attend, engage and participate!

Register



Aims For Today

To explore the following:

- The Marketing Mix
- IOH Talk
- IOH Round Table





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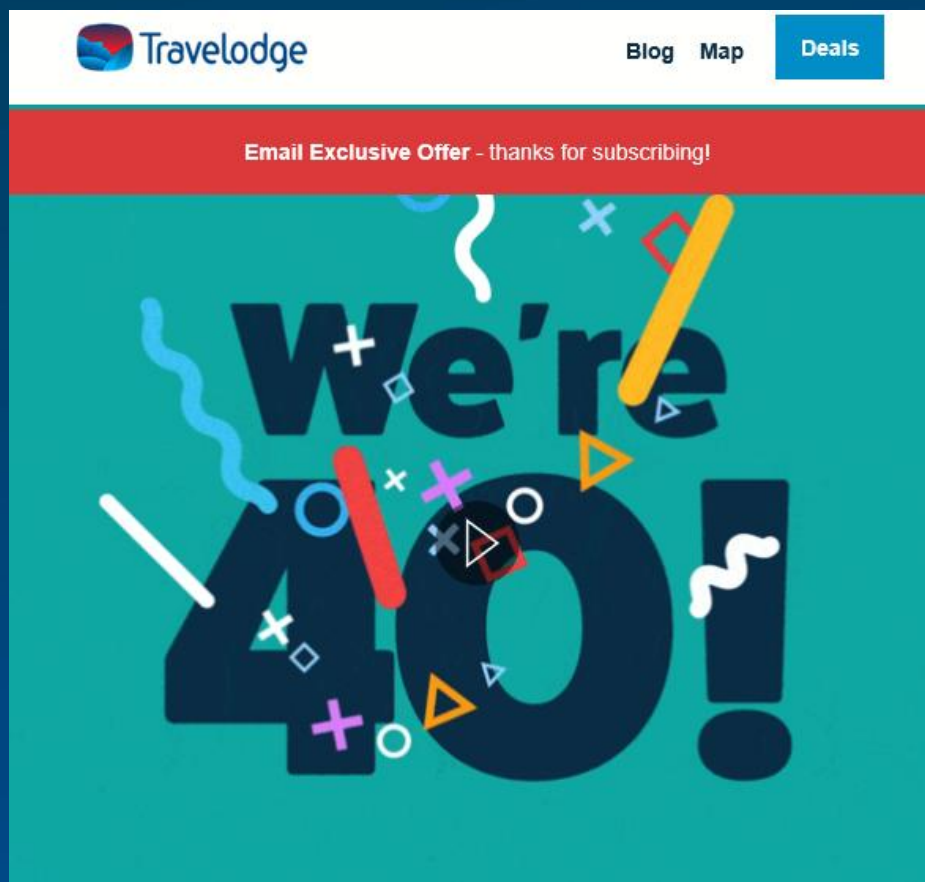
But first....

[How London's Top Rated Restaurant Was Fake... | How
London's Top Rated Restaurant Was Fake... | By
JaackMaateFacebook | Facebook](#)

Thoughts???

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The Marketing Mix

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The Marketing Mix



The Marketing Mix



Application of the Marketing mix



https://www.linkedin.com/posts/au-vodka_auvodka-activity-7229450133111803905-tfli?utm_source=share&utm_medium=member_desktop

Any Questions?

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