



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

Hospitality & Hotel Management Level 4



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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 Macro environment
- SWOT analysis
- Target audiences
- Market research
- Value creation
- Stakeholders
- Assignment one – presentation



Product placement is a marketing strategy where branded products or services are subtly integrated into media content such as movies, TV shows, or online videos to promote them to audiences in a natural, non-intrusive way.



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The Macro Environment

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Key Components

- Economic Factors
- Demographic forces
- Political and legal factors
- Sociocultural Factors
- Technological Factors
- Environmental Factors





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SWOT Analysis

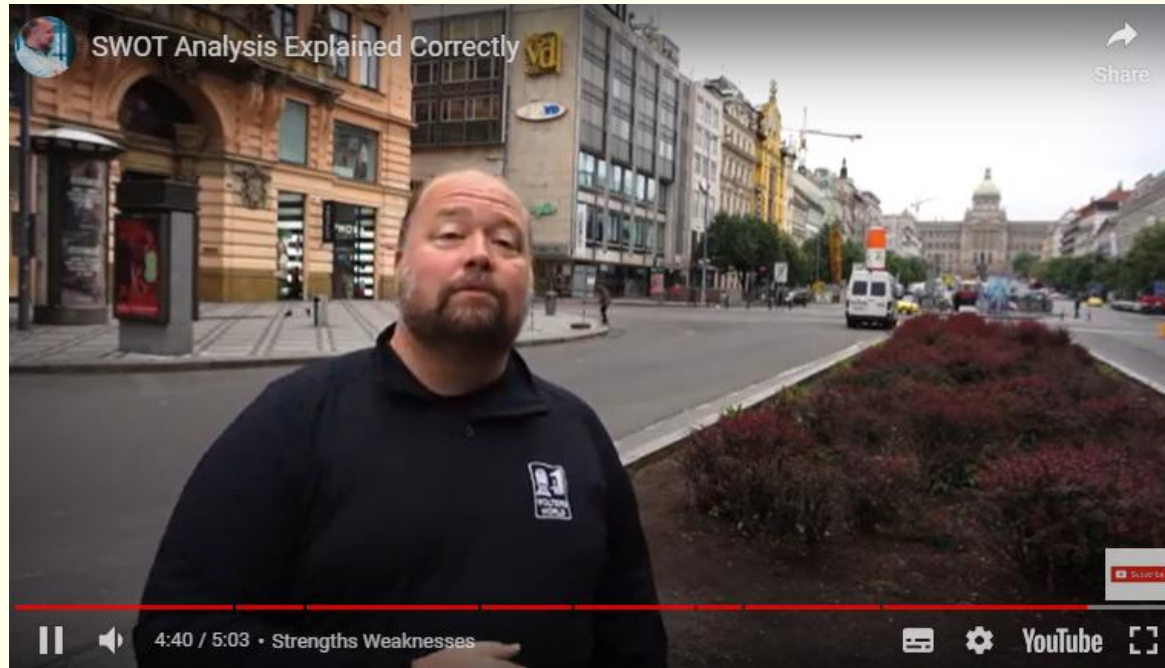
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SWOT Analysis

 STRENGTHS	 WEAKNESSES	 OPPORTUNITIES	 THREATS

SWOT Analysis



<https://www.bing.com/videos/riverview/relatedvideo?q=marketing%20swot%20ananoysi%20explained&mid=390EAF60A3464769B762390EAF60A3464769B762&ajaxhist=0>

Time to Apply a SWOT





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Target Audience

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Importance of Target Audience

- A specific group of people
- Characterised by shared demographics and interests
- Allows businesses to tailor marketing
- Essential for developing effective marketing strategies
- Focused marketing efforts
- Increases communication



Components of Target Audience

- Demographics
- Psychographics
- Behavioral Aspects
- Geographic Factors





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Market Research

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Market Research

- Allows a company to determine whether a new strategy, product or service is feasible.
- Helps companies identify and develop new sectors in the marketplace
- Enables companies to test the demand for a new service, product or feature before launching it
- Boosts the overall success of marketing, advertising and promotional campaigns
- Assesses current market trends to allow companies to develop strategies to adapt to these trends
- Helps companies determine the optimal product placement for a product



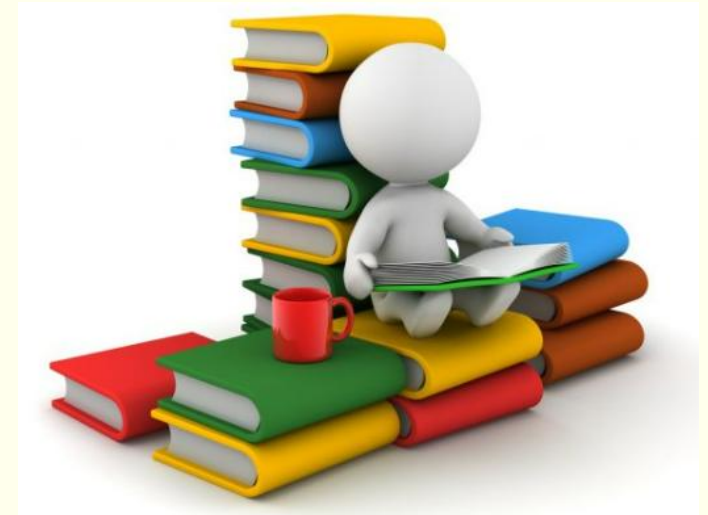
Primary and Secondary Data

Secondary research:

- Assessing data that has been collected and published by others;
- Online statistical information.
- Books, library, published company information etc.
- Questionnaires / Surveys.

Primary research:

- Gathered firsthand from the target markets / customers/ source you want to know about.
- Interviews.
- Focus groups.





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Value Creation

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Value Creation Key Elements

- Customer insights
- Value proposition
- Value chain
- Customer experience and co creation
- Sustainability and social responsibility



Value Creation Strategies

- Experiencescape and Personalisation
- Service innovation
- Value Co-creation with customers
- Staff development and empowerment
- Digital marketing



Value Creation Challenges and Considerations

- Data privacy
- Technology investment
- Human touch





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Stakeholders

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Stakeholders

Stakeholders in hospitality marketing include guests, employees, management, suppliers, the local community, regulators, and investors. Effective marketing requires understanding and engaging these groups to create value, build trust, and ensure the long-term success of hospitality businesses.

Key Stakeholder Groups

- Guests and customers
- Employees and staff
- Management and owners
- Suppliers and partners
- Local community
- Regulatory bodies and government
- Shareholders and investors



The Role Stakeholder Engagement

- Two-way communication
- Transparency
- Collaboration

Hospitality businesses that recognize and address the diverse needs of their stakeholders through targeted marketing communications are more likely to build sustainable relationships and achieve long-term success



Assignment one – Presentation

Presentation Overview

You are required to deliver a 10-minute presentation focusing on a hospitality establishment of your choice (e.g., hotel, restaurant, resort, event venue, or similar). Your presentation should emphasise how the marketing mix is applied within the establishment to create value for customers, involving stakeholders, and shape both strategic and operational marketing practices.

Presentation Guidelines

Your presentation should address the following areas, with a particular focus on the marketing mix:

1. Introduction to the Establishment

- Briefly introduce your chosen hospitality establishment.
- Explain your reasons for selection.

2. Marketing Mix in Action

- Define the marketing mix (Product, Price, Place, Promotion, People, Process, Physical Evidence) in the context of hospitality.
- Analyse how each element of the marketing mix is implemented by your establishment to create value for customers.
- For each “P”, provide specific and practical examples (e.g., unique service offerings, pricing strategies, distribution channels, promotional tactics, staff training, service processes, physical ambiance).

Assignment one – Presentation

3. Value Creation and Stakeholders

- Explain how the marketing mix contributes to customer value.
- Identify key stakeholders (e.g., customers, employees, suppliers, community) and discuss how the marketing mix addresses their needs and expectations.
- Assess the impact of the marketing mix on both strategic and operational levels.

4. Marketing Planning and the Marketing Mix

- Discuss the influence of the marketing environment and marketing research on decisions related to the marketing mix (e.g., adapting products or promotions based on trends or customer feedback).

5. Conclusion

- Summarise your main findings about the use and effectiveness of the marketing mix in your chosen establishment.

Assignment one – Presentation

- Reflect on how well the establishment balances the elements of the marketing mix to achieve its marketing objectives.

Your presentation should be 10 minutes long (+/-10%)

you should include the following:

- Title page
- Introduction
- Conclusion
- Reference page

Your presentation will be presented during your scheduled lesson to your lecturer and peers on week nine.

Any Questions?

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- Penderyn Swansea (SA1 2JT) located in the historic Hafod Morfa Copperworks site, opposite the Swansea.com Stadium
- Those attending in person to meet at 9.45am in the car park
- Distance students to be available on the teams call at 9.50am
- <https://forms.uwtsd.ac.uk/view.php?id=265042>



Fieldwork Organiser Name *

Fieldwork Organiser Email *