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

LEVEL 4

MODULE CODE: M4X01916
MARKETING ESSENTIALS

ASSESSMENT TYPE: **WRITTEN ASSIGNMENT & Group Presentation**

ASSESSMENT COMPONENT: **1 & 2**

COMPONENT WEIGHTING: **50 % Each**

WORD COUNT: **1500 words (Component 1) & Presentation (component 2)**

SUBMISSION DETAILS:

- **Make sure that Your Name, Your Student Number, Your Module Title, Assignment Title and Your Module Lecturer's Name are clearly shown on the front page of your assignment.**
- **All assignment submissions must be uploaded to Moodle via Turnitin.**
- **You will be provided more information by your Module Lecturer.**
- **DO NOT put this form into Turnitin or it will match many similarities with other students' submissions.**

BA INTERNATIONAL HOTEL MANAGEMENT

Programme:	**BA International Hotel Management**
Assignment Title:	**M4X01916 – Marketing Essentials**

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Hand Out Date:	The 2nd Week of Term	Submission deadline:	Component 1 – 02/08/2019 Component 2 – 29/07/2019

• Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication).

Late submission will result in a late penalty mark, as follows:
Up to one week late, maximum mark of 40% for first attempts and 0% for resubmissions. No work will be accepted more than one week after the submission deadline [Academic Quality Handbook 2017/18 7.5 (5)]

MODULE AIM

1. To introduce the students to the business discipline of marketing and the core elements from which marketing activities develop.

2. To investigate current trends and developments in marketing.

To enable students to gain understanding into the difficulties in applying marketing theories and concepts to real business situations.

LEARNING OUTCOMES

Upon the successful completion of this module, the student will be able to:

1. Define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess its impact within strategic and operational practice.

2. Understand the process and stages of marketing planning, including the role of the marketing environment, marketing research and the marketing mix.

READING

Two essential texts will be provided to students:

- Kotler, P. Armstrong, G. Harris, L. C. and Piercy, N. (2017). Principles of Marketing, 7th European Edition, Pearson.
- McDonald, M and Wilson, H. (2011) Marketing Plans, How to Prepare Them, How to Use Them (7th Edition), Essex: Wiley.

SUGGESTED FURTHER READINGS

- Dickson, P. R. and J. L. Ginter (1987) Market Segmentation, Product Differentiation, and Marketing Strategy. Journal of Marketing, Vol. 51 No. 2, pp. 1-10.
- Lee, K., and Carter, S., (2012). Global Marketing Management, 3rd Edition, Oxford University Press.
- West, D. Fords, J. and Ibrahim, E. (2015). Strategic Marketing, How to Create Competitive Advantage (3rd Ed.) Italy: Oxford University Press.

ASSESSMENT

Assessment Component 1 – 50% of Module Marks

Written Report – 1500 words

TASK DESCRIPTION

Over the course of Term 1, students will individually prepare and submit an academic essay of 1,500 words, relating to the subject of marketing. The essay should highlight the importance of marketing information system, its effectiveness within the hospitality and tourism industry, as a tool for marketing, information gathering and communication within the hospitality and tourism industry.

Assessment Component 2 – 50% of Module Marks

Group (2 students) Presentation

TASK DESCRIPTION

Over the course of Term 1, students will research and deliver findings within a formal 20-minute power point presentation. Students are expected to undertake a marketing environmental audit relating to a new business start-up (hospitality related). Students would provide justificatication for the proposal, undertake a segmentation exercise which will include a communication mix strategy for each segment. Information will be presented within a timetabled seminar to a student audience. Each component would have different weightings and deadlines as mentioned below:

Component	Deadline	Submission	Description	Length
1	**02/08/2019**	*Moodle Upload Via Turnitin*	*In what ways is the marketing information system, its effectiveness within the hospitality and tourism industry could be used as a tool for marketing, information gathering and communication.*	*1500 words*
2	**29/07/2019**	*Moodle Upload Via Turnitin*	*Undertake a Marketing environmental audit relating to a new business start up (hospitality and tourism related) provide justification for your proposal, undertake a segmentation exercise which include a communication mix strategy for each segment Upload your group slides and present for 5 minutes on your part of the presentation.*	*Individually Present Presentation (No more than 4 students per group)*

Please remember that, in addition to your written work for submission (component 1), and presentation (component 2), you are expected to read, research, engage with learning materials and study in your own time.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five common assessment criteria. There are no specific percentages allocated to different sections of the report. All grading criteria will be marked across the report as a whole.

Research-informed Literature

Your work must be informed and supported by scholarly material that is *relevant* to and *focused* on the task(s) set. You should provide evidence that you have accessed a wide *range* of sources, which may be academic, governmental and industrial; these sources may include academic journal articles, textbooks, current news articles, organisational documents, and websites. You should consider the *credibility* of your sources; academic journals are normally highly credible sources while websites require careful consideration/selection and should be used sparingly. Any sources you use should be current and up-to-date, mostly published within the last five years or so, though seminal/important works in the field may be older. You must provide *evidence* of your research/own reading throughout your work, using in-text citations in the main body of your work and a reference list that is alphabetical at the end of your work. Please use the Harvard referencing system.

Knowledge and Understanding of Subject

Your work must demonstrate the growing extent of your knowledge and understanding of concepts and underlying principles associated with the subject area. *Knowledge* relates to the facts, information and skills you have acquired through your learning. You demonstrate your *understanding* by interpreting the meaning of the facts and information (knowledge). This means that you need to select and include in your work the concepts, techniques, models, theories, etc. appropriate to the task(s) set. You should be able to explain the theories, concepts, etc. meaningfully to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding; ideally each should be complete and detailed, with comprehensive coverage.

Analysis

Your work must contain evidence of logical, analytical thinking, evaluation and synthesis. For example, to examine and break information down into parts, make inferences, compile, compare and contrast information. This means not just describing What! but also justifying: Why? How? When? Who? Where? At all times, you must provide justification for your arguments and judgements. Evidence that you have reflected upon the ideas of others within the subject area is crucial to you providing a reasoned and informed debate within your work. Furthermore, you should provide evidence that you are able to make sound judgements and convincing arguments using data and concepts. Sound, valid conclusions are necessary and must be derived from the content of your work. There should be no new information presented within your conclusion. Where relevant, alternative solutions and recommendations may be proposed.

Practical Application and Deployment

You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations or a particular context. How do they work in practice? You will deploy models, methods, techniques, and/or theories, in that context, to assess current situations, perhaps to formulate plans or solutions to solve problems, some of which may be innovative and creative. This is likely to involve, for instance, the use of real world examples and cases, the application of a model within an organisation and/or benchmarking one organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Skills for Professional Practice

Your work must provide evidence of the attributes expected in professional practice. This includes demonstrating your individual initiative and/or collaborative working. You must communicate effectively in a suitable format, which may be written and/or oral, for example, essay, management report, presentation. Work should be coherent and well-structured in presentation and organisation.

Essential Resources:

- Resources listed on the lecture schedule and on Moodle • Programme of Study Handbook.

MARKING CRITERIA AND STUDENT FEEDBACK

This section details the assessment criteria. The *extent* to which these are demonstrated by you determines your mark. The marks available for each criterion are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Common Assessment Criteria Applied	**Marks available**	**Marks awarded**
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.		
	20	
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the topics discussed in class. Content and its relevance to the assignment brief.		
	20	
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.		
	20	
4. Practical Application Application of concepts, deployment of methods, materials, tools and theories, formulation of innovative and creative solutions to solve problems.		
	20	
5. Skills for Professional Practice Written and presentational quality of the report, deployment of correct layout conventions, style, structure, grammar, spelling, etc.		
	20	
TOTAL	100	

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Assignment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)	**Late Submission Penalties (tick if appropriate)**		**%**
	Up to one-week late	40 Max	
	Over one week late	Fail	

COMMON ASSESSMENT AND GRADING CRITERIA

Assessment Criteria	**OUTRIGHT FAIL**	**UNSATISFACTORY**	**SATISFACTORY**	**GOOD**	**VERY GOOD**	**EXCELLENT**	**EXCEPTIONAL**
	REFER (equivalent to 0-29%	**REFER (equivalent to 30-39%***	**PASS (equivalent to 40-49%)**	**PASS (equivalent to 50-59%)**	**MERIT (equivalent to 60-69%**	**DISTINCTION (equivalent to 70-79%**	**DISTINCTION (equivalent to 80-100%**
1. Research-informed Literature Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions	Little or no evidence of reading. Views and findings unsupported and non-authoritative. Referencing conventions largely ignored.	Poor evidence of reading and/or of reliance on inappropriate sources, and/or indiscriminate use of sources. Referencing conventions used inconsistently.	References to a limited range of mostly relevant sources. Some omissions and minor errors. Referencing conventions evident though not always applied consistently.	Inclusion of a range of research-informed literature, including sources retrieved independently. Referencing conventions mostly consistently applied.	Inclusion of a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing conventions, consistently applied.	A comprehensive range of research informed literature embedded in the work. Excellent selection of relevant and credible sources. High-level referencing skills, consistently applied.	Outstanding knowledge of research-informed literature embedded in the work. Outstanding selection of relevant and credible sources. Highlevel referencing skills consistently and professionally applied.
2. Knowledge and Understanding of Subject Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.	Major gaps in knowledge and understanding of material at this level. Substantial inaccuracies.	Gaps in knowledge, with only superficial understanding. Some significant inaccuracies.	Evidence of basic knowledge and understanding of the relevant concepts and underlying principles.	Knowledge is accurate with a good understanding of the field of study.	Knowledge is extensive. Exhibits understanding of the breadth and depth of established views.	Excellent knowledge and understanding of the main concepts and key theories. Clear awareness of challenges to established views and the limitations of the knowledge base.	Highly detailed knowledge and understanding of the main theories/concepts, and a critical awareness of the ambiguities and limitations of knowledge.
3. Analysis Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence	Unsubstantiated generalisations, made without use of any credible evidence. Lack of logic, leading to unsupportable/ missing conclusions. Lack of any attempt to analyse, synthesise or evaluate.	Some evidence of analytical intellectual skills, but for the most part descriptive. Ideas/findings sometimes illogical and contradictory. Generalised statements made with scant evidence. Conclusions lack relevance.	Evidence of some logical, analytical thinking and some attempts to synthesise, albeit with some weaknesses. Some evidence to support findings/ views, but evidence not consistently interpreted. Some relevant conclusions and recommendations, where relevant	Evidence of some logical, analytical thinking and synthesis. Can analyse new and/or abstract data and situations without guidance. An emerging awareness of different stances and ability to use evidence to support the argument. Valid conclusions and recommendations, where relevant	Sound, logical, analytical thinking; synthesis and evaluation. Ability to devise and sustain persuasive arguments, and to review the reliability, validity & significance of evidence. Ability to communicate ideas and evidence accurately and convincingly. Sound, convincing conclusions / recommendations.	Thoroughly logical work, supported by evaluated evidence. High quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Strong, persuasive, conclusions, justifiable recommendations.	Exceptional work; judiciously selected and valuated evidence. Very high quality analysis, Developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Highly persuasive conclusions
4. Practical Application and Deployment Effective deployment of appropriate methods, materials, tools and techniques; extent of skill demonstrated in the application of concepts to a variety of processes and/or contexts; formulation of innovative and creative solutions to solve problems.	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application.	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application.	An adequate awareness and mostly appropriate application of wellestablished methods, materials, tools and/or techniques. Basic appreciation of the context of the application.	A good and appropriate application of standard methods, materials, tools and/or techniques. Good appreciation of the context of the application, with some use of examples, where relevant.	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive use of examples, where relevant. Evidence of some innovation and creativity.	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, with extensive use of relevant examples. Application and deployment extend beyond established conventions. Innovation and creativity evident throughout.	Outstanding levels of application and deployment skills. Assimilation and development of cutting edge processes and techniques.

5. Skills for Professional Practice Demonstrates attributes expected in professional practice including: individual initiative and collaborative working; deployment of appropriate media to communicate (including written and oral); clarity and effectiveness in presentation and Organisation.	Communication media is inappropriate or misapplied. Little or no evidence of autonomy in the completion of tasks. Work is poorly structured and/or largely incoherent.	Media is poorly designed and/or not suitable for the audience. Poor independent or collaborative initiative. Work lacks structure, organisation, and/or coherence	Can communicate in a suitable format but with some room for improvement. Can work as part of a team, but with limited involvement in group activities. Work lacks coherence in places and could be better structured.	Can communicate effectively in a suitable format, but may have minor errors. Can work effectively as part of a team, with clear contribution to group activities. Mostly coherent work and is in a suitable structure.	Can communicate well, confidently and consistently in a suitable format. Can work very well as part of a team, with very good contribution to group activities. Work is coherent and fluent and is well structured and organised.	Can communicate professionally and, confidently in a suitable format. Can work professionally within a team, showing leadership skills as appropriate, managing conflict and meeting obligations. Work is coherent, very fluent and is presented professionally.	Can communicate with an exceptionally high level of professionalism. Can work exceptionally well and professionally within a team, showing advanced leadership skills. Work is exceptionally coherent, very fluent and is presented professionally.