



School of International Hotel Management

**BA International Hotel Management
CertHE International Hotel Management**

Module Handbook Summer Term 2020

M4X01916

Marketing Essentials

LEVEL 4

Module tutor:

Dr Oluwaseun (Olu) Adegbite

o.adegbite@uwtsd.ac.uk

Uju Ugochukwu

u.ugochukwu@uwtsd.ac.uk

Marketing Essentials Summer Term 2020

Welcome to this generic overview handbook for the above module. This is a level 4, 20 credit module taught in semester 2 to Level 4 IHM students in the School of International Hotel Management.

It should be read in conjunction with supplementary information and materials available on Moodle together with information and instructions delivered by the module tutor.

To get the best out of this module it is vital that you engage with the themes explored as well as with both the online and offline activities during tutorial sessions which are designed to enrich the learning experience as well as to encourage self-directed study together with collaboration and interaction with your peer group.

AIM(S)

- To introduce the students to the business discipline of marketing and the core elements from which marketing activities develop.
- To investigate current trends and developments in marketing.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate the ability 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;

INDICATIVE CONTENT

- The nature and scope of marketing
- Identify the different strategy of the marketing plan and how they are produced
- Explain the role of the marketing mix
- Understand the implication of a macro analysis
- Overview the macro environment
- Elements of the internal analysis. Identify the methods used for segmenting, targeting and positioning within markets.
- The need for a marketing information system
- The role of databases in information management
- Digital marketing; role of social media technology
- The nature of marketing research, methodologies and tools
- The importance of stakeholders for marketing
- Sustainable marketing
- Communication Mix activities including Social Media

LEARNING AND TEACHING STRATEGY

This module aims to provide an essential introduction to marketing theory and practice. It lends itself well to weekly lectures supported by a practical application of these concepts via case studies within a tutorial. Students will be encouraged to understand the difficulties in applying marketing theories and concepts to real business situations.

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	50	25%
Independent learning	150	75%
Placement learning		
TOTAL	200	100%

ASSESSMENT

Description of each assessment component and its weighting, together with an example for new forms of assessment:

Assessment Component 1 – 50%

Written Essay (1500 words)

Exemplar:

Students will be required to write an academic essay introducing the subject of marketing specifically globalisation. They will choose a specific hotel organisation and in doing so the essay will define the concept, comparing differences between product and marketing orientation, discussing relevance within the service sector (including hospitality and tourism). The historical development of marketing will be appraised and current and future trends considered. Examples of industry good practice within hospitality and tourism will be required, applying theory to practice.

Assessment Component 2 – 50%

Group (2 students) Presentation & Supporting marketing plan (1500 words)

Exemplar:

Based on a specific case study, students will research and deliver findings within a formal 15 minute powerpoint presentation. The exercise will require students to undertake the role of marketing consultancy team member who are required to present a marketing plan to a Local Authority of a Welsh coastal Town. They will be required to include specific essentials of the marketing process one of which is the marketing mix whilst others can be chosen from the list provide within the assignment pro forma. The presentation will be delivered to lecturers via an online platform, with each team member taking specific responsibility for one aspect of the presentation.

Assessment Summary

Activity type	Percentage
Written exam	
Coursework	50%
Practical	50%
TOTAL	100%

EDUCATION FOR SUSTAINABLE DEVELOPMENT (ESD)

Does the module contribute to ESD?	Yes
	No
If yes please provide brief details (no more than 100 words):	
The concept and application of marketing will be considered within a sustainable context. Throughout the module examples of industry sustainable “good practice” will be reviewed.	

BIBLIOGRAPHY

Essential

Brassington F. and Petitt S. (2010), Principles and Practice of Marketing, Prentice Hall, London.

Kotler P, Armstrong G, Harris, LC, Piercy N (2013), Principles of Marketing, 6e, Pearson, London.

Recommended

Blythe, J, (2009) Principles and Practice of Marketing. Thomson Learning: London

Kotler, P. and Armstrong, G. (2009), Principles of Marketing, 13th Ed, Pearson: Harlow

Clow, K & Baack, D (2013), Integrated Advertising, Promotion and Marketing Communications 6e, Pearson, London

Egan, J, (2004) Relationship Marketing: Exploring Relationship Strategies in Marketing. Financial Times/ Prentice Hall: Harlow

Frochot I. and Batat W., (2013) Marketing and Designing the Tourist Experience. Goodfellow, Oxford

Housden M (2010), Marketing Research & Information, Butterworth Heinemann, Oxford

Jobber D & Fahy J (2012), Foundations of Marketing, McGraw Hill, London

Jobber D & Ellis-Chadwick F (2012) Principles and Practice of Marketing, McGraw Hill 7ed, London

Middleton V, Fyall A, Morgan M, (2009) Marketing in Travel and Tourism, Butterworth Heinemann, Oxford.

Tresidder R. and Hirst C., (2012) Marketing in Food, Hospitality, Tourism and Events. Goodfellow, Oxford

Wilson, A, (2006) Marketing Research: An Investigative Approach, 2nd Ed. Pearson: Harlow

Background

Journals

European Journal of Marketing

Journal of Marketing

Journal of Marketing Management

Journal of Marketing Research

Journal of Strategic Marketing

Also advisable to read a weekly publication or Marketing Week and the Monthly Marketer magazine from the Chartered Institute of Marketing.

Websites

www.wnim.co.uk
www.shapetheagenda.com
www.mad.co.uk
www.bized.com
www.economist.com

ClickZ Marketing News (online) Available from:
<http://clickz.com> (Accessed 10 August 2012)

Brand Republic (online) Available from:
<http://www.brandrepublic.co.uk> (Accessed 10 August 2012)

CIM, The Chartered Institute of Marketing (online) Available from:
<http://www.cim.co.uk> (Accessed 10 August 2012)

CIM, Papers and surveys (online) Available from <http://www.shapetheagenda.com> (Accessed 26 August 2012)

MAD (online) Available from <http://www.mad.co.uk> (Accessed 26 August 2012)

biz/ed (online) Available from: <http://www.bized.co.uk> (Accessed 10 August 2012)

Red Herring, the Business of Technology (online) Available from: <http://www.redherring.com>
(Accessed 26 August 2012)

www.shapetheagenda.com

10 Week Teaching Plan

Week	Time	Lecture Theme	Supporting Material	Assessment hand out date	Assessment Submission date
1 (12/05)	14.00 15.10 16.30 17.45	➤ Learning outcomes of this module. ➤ Overview of assignments 1 & 2 ➤ Working via Moodle and Microsoft 'Teams' ➤ The nature and scope of marketing	Direct student to Moodle copy of module handbook Copy of each assignment pro forma within Moodle page Presentation of working with Microsoft 'Teams' Presentation 'The nature and scope of marketing.	12/05	Assignment 1 submission date 19/06 Assignment 2 submission date 03/07 (PPT) 07/07 presentation
2 (19/05)	14.00 15.10 16.30 17.45	➤ Identify the different strategy of the marketing plan and how they are produced ➤ The nature of marketing research, methodologies and tools ➤ The importance of stakeholders for marketing	Presentation- sections of a marketing plan Presentation – What is market research and how do we carry it out. Presentation- what are stakeholders. Activity – Case study scenarios- who are the stakeholders?		
3 (26/05)	14.00 15.10 16.30 17.45	➤ The need for a marketing information system ➤ The role of databases in information management	Presentation- What is a data base. Presentation- what is a marketing information system, and how could we construct one?		
4 (02/06)	14.00 15.10 16.30 17.45	➤ Explain the role of the marketing mix ➤ Understand the implication of a macro analysis (SWOT) & (PESTEL) ➤ Overview the macro environment (Globalisation)	Presentation- What is the marketing mix? Presentation – What are SWOT & PESTEL? Presentation – What is Globalisation? Activity – complete a SWOT and PESTEL analysis for a well-known chain restaurant		

Week	Time	Lecture Theme	Supporting Material	Assessment hand out date	Assessment Submission date
5 (09/06)	14.00 15.10 16.30 17.45	➤ Assignment preparation. ➤ Refining thoughts on globalisation and multinational operations. ➤ Revision	Presentation-Constructing an essay Presentation – the bigger picture of globalisation		
6 (16/06)	14.00 15.10 16.30 17.45	➤ Digital marketing; role of social media technology ➤ Communication Mix activities including Social Media ➤ Revision	Presentation- Social media marketing, what is it? Presentation - Communication, effectiveness or failure, how to get it right in marketing Activity – Send a market research email		19/06/2020
7 (23/06)	14.00 15.10 16.30 17.45	➤ Elements of the internal analysis. ➤ Identify the methods used for segmenting, targeting and positioning within markets ➤ Revision	Presentation – Segmentation and the target market – the generation game! Activity – How you respond to marketing- do you fit your generation?		
8 (30/06)	14.00 15.10 16.30 17.45	➤ Assignment preparation ➤ Working in groups & teams for presentations	Presentation- How to deliver a presentation. Activity – mini presentation within assigned groups		03/07/2020
9 (07/07)	14.00 15.10 16.30 17.45	➤ Presentations	Group Presentations		Submission due date: 03/07/2020 (supporting marketing plan) 07/07/2020 group presentations
10 (14/07)		➤ Sustainable marketing. ➤ Overview & summary of marketing essentials.	Presentation – making marketing sustainable- the effects on an ever-changing world. Activity – student module feedback activity		

Lectures are on Tuesdays (May Term, BA IHM Cohort, 5) starting on Tuesday May 12th, 2020

Time of each session	Type of session
14.00 – 14.30	Lecturer available for student drop in, either via 'Teams' or email
14.30 – 15.00	Lecture presentation
10-minute break	
15.10 – 15.40	Activity /group discussion
15.40 – 16.10	Lecture presentation
20-minute break	
16.30 – 17.00	Activity / Group discussion
17.00 – 17.30	Session summary / Group discussion
17.30 – 17.45	Availability of tutor for individual discussion

BIBLIOGRAPHY

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biz/ed (online) Available from: <http://www.bized.co.uk> (Accessed 10 August 2012)

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www.shapetheagenda.com

LEVEL 4 ASSESSMENT SPECIFICATION			
Student name:		Student ID number:	
Programme:	BA. International Hotel Management		
Module:	Marketing Essentials		
Module code:	M4X01916	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Uju Ugochukwu	Internal Verifier:	Dr Olu Adegbite
Assignment Title:	An Essay: Select a multinational hotel chain which operates in a competitive business environment and which has followed various marketing directions during its existence. Show the impact of globalisation on the business; examine how it positions itself in the global economy and considers cultural factors on the organisation, its markets and its competitors.	Word count (or equivalent):	1500 Words
Submission deadline:	Friday June 19 th 2020 (3:00pm)	Return date of provisional marks & written feedback:	TBC
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer.		

	(Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.
Module Learning Outcomes (from module syllabus)	
<i>Define and assess the development of marketing in creating value for customers, identify relevant stakeholders and assess its impact within strategic and operational practice.</i> <i>Understand the process and stages of marketing planning; including the role of the marketing environment, marketing research and the marketing mix.</i>	
TASK DESCRIPTION	

Select a multinational hotel chain which operates in a competitive business environment and which has followed various marketing directions during its existence. Show the impact of globalisation on the business; examine how it positions itself in the global economy and cultural factors on the organisation, its markets and its competitors.

Within your essay you must discuss:

- An introduction to your multinational hotel chain.
- Your chosen chain of Hotels operation within a competitive business environment.
- The marketing choices it has made and the directions it has taken within marketing.
- The impact of globalisation on the organisation.
- Its current market
- Its competitors.
- How it positions itself within the global economy
- Cultural factors on the organisation.

You must present your essay with a front page, this to include:

- The title of the essay - The effects of globalisation on a multinational hotel chain
- Your name
- The module title: Marketing essentials M4X01916

➤ **Your lecturer's name**

You must use credible sources for your research from online sources, textbooks, media and industry journals to support your essay. You will be assessed on your ability to synthesise knowledge, to develop an understanding of both the organisation you have chosen to examine and how that organisation has marketed itself and adapted to changing environments. You will be expected to show an understanding of the process and stages of marketing planning.

Assessment Criteria:

- **Research Skills**
- **Referencing**
- **Essay Writing and Planning**
- **Time Management**

GUIDANCE FOR STUDENTS IN THE COMPLETION OF TASKS

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

1. Engagement with Literature Skills

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 an appropriate *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 a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment:

You should incorporate information about your chosen hotel group, from credible sources, this can be from the organisations own website in part - but must also include text- based information from industry journals and reference books. For this level of academic writing and length of essay you must include as a minimum 15 differing reference sources. You will be expected to use the Harvard reference system.

2. Knowledge and Understanding Skills

At level 5, you should be able to demonstrate: sound knowledge and critical understanding of the well-established concepts and principles of the subject area and the way in which those principles have developed; knowledge of the main methods of enquiry in the discipline. *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.

Guidance specific to this assessment:

You should show an understanding of the principles of marketing in this context, specific to globalisation. This should also be supported by your ability to demonstrate your understanding of the information that you have learned about the specific organisation also.

3. Cognitive and Intellectual Skills

You should be able to critically analyse information, and propose solutions to problems arising from that analysis, including the critical evaluation of the appropriateness of different approaches to solving problems. 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 what cost? At all times, you must provide justification/evidence 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, with an understanding of the limits of knowledge, and how this influences analyses and interpretations. Sound, valid conclusions are necessary and must be derived from the content of your work. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment:

You should be able to show an appreciation for the decisions that this organisation has made, and the way in which it has altered its marketing approach when operating on a global scale, how did they operate originally, how did they approach the market, how has this changed since they have adopted a global approach.

4. Practical Skills

At level 4, you should be able to use/deploy a range of established techniques within the discipline, and apply underlying concepts and principles outside the context in which they were first studied, including, where appropriate, the application of those principles in an employment context. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/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, or to create artefacts, some of which may be creative. This is likely to involve, for instance, the use of real-world artefacts, examples and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria. You should show awareness of the limitations of concepts and theories when applied in particular contexts.

Guidance specific to this assessment:

You should be able to compare and contrast your chosen organisations operation with that of its competitors and give some examples of why they have decided to operate in a certain way. This must be focussed on globalisation.

5. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of personal responsibility and decision-making. This includes demonstrating: professional development to advance existing skills and acquire new competences that will enable you to assume significant responsibility within organisations; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; that you can use appropriate media to effectively communicate information, arguments and analysis in a variety of forms to specialist and non-specialist audiences; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment:

By compiling this essay you should be able to demonstrate an understanding of globalisation and the affects on your chosen hotel organisation, how this works in the practical sense, and by writing in a professional style allow the reader to gain an understanding of your competency within this subject, and how you might work as an influencer within an organisation, being able to support operations relating to marketing, especially within a global organisation.

STUDENT FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill 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.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
	10	
2. Knowledge and Understanding Skills		
	20	
3. Cognitive and Intellectual Skills		
	40	
4. Practical Application Skills		
	20	
5. Transferable Skills for Life and Professional Practice		
	10	

COMMON ASSESSMENT AND MARKING CRITERIA							
Assessment Criteria	OUTRIGHT FAIL	UNSATISFACTORY	SATISFACTORY	GOOD	VERY GOOD	EXCELLENT	EXCEPTIONAL
	0-29%	30-39%*	40-49%	50-59%	60-69%	70-79%	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. High-level 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	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	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	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,	Exceptional work; judiciously selected and evaluated evidence. Very high quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Highly persuasive conclusions

			recommendations, where relevant	and recommendations, where relevant	accurately and convincingly. Sound, convincing conclusions / recommendations.	conclusions, justifiable recommendations.	
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 well established 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.

Student Self Evaluation Form

Student name:		Student P number:	
Programme:		Year of programme	
Assignment Title:			

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

Common Assessment Criteria Applied	Level of Achievement						
	REFER		3 rd	2:2	2:1	1 st	1 st
	OUTRIGHT FAIL	UNSATISFACTORY	SATISFACTORY	GOOD	VERY GOOD	EXCELLENT	EXCEPTIONAL
1. Research-informed Literature	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
2. Knowledge and Understanding of Subject	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
3. Analysis	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
4. Practical Application and Deployment	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
5. Skills for Professional Practice	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐

PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL	PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP
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Student's Name		Date	
Student's Signature			

LEVEL 4 ASSESSMENT SPECIFICATION			
Student name:		Student ID number:	
Programme:	BA. International Hotel Management		
Module:	Marketing Essentials		
Module code:	M4X01916	Contribution to Overall Module Assessment (%):	50%
Lecturer:	Uju Ugochukwu	Internal Verifier:	Dr Olu Adegbite
Assignment Title:	Group Presentation (50%) & Supporting Marketing Plan (50%)	Word count (or equivalent):	1,500
Submission deadline:	PPT to be submitted 03 July 2020 Group Presentation: 07, July 2020 TBA	Return date of provisional marks & written feedback:	TBC
Submission method:	All written assessments, where practical and possible, must be submitted via Turnitin unless otherwise instructed by the Lecturer. (Please DO NOT put this assessment specification into Turnitin or it will match many similarities with other students' submissions.) Alternative submission method (if applicable): Late submission of the assessment will result in a late penalty mark. Penalties for late submission: Up to one-week late, maximum mark of 40%. Over one week late, 0%. Only the Extenuating Circumstances Panel may approve a change to submission dates.		
Academic honesty / referencing:	Academic honesty is required. In the main body of your submission you must give credit to authors on whose research and ideas your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have used, cited or quoted in order to complete this assessment.		

Module Learning Outcomes (from module syllabus)
Upon the successful completion of this module, the student should be able to demonstrate the ability to: • Define and assess the development of leisure marketing • Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy • Discuss customer relationship management and identify strategies for creating value <i>for</i> customers and capturing value <i>from</i> customers in return • To assess, understand and create value for customers utilizing various elements of the marketing mix • Understand the process and stages of marketing planning, including the role of the marketing environment, marketing research and the marketing mix within the leisure industry • The methods used for segmenting, targeting and positioning within markets • The role of social media, data base management and digital marketing for the leisure industry • Niche marketing, sustainable marketing and preparing an integrated marketing communication plan.
TASK DESCRIPTION

Component 1 (50%) – Group Presentation - To be held on 07, July 2020 to be arranged

You are a marketing consultancy company which will attempt to be awarded the contract to promote a Welsh coastal town (of your choice) as a tourist destination.

To obtain the contract, you will need to develop a comprehensive marketing plan and share its findings by making a power-point presentation to members of the local authority (Town or City council).

Your presentation should be around 15 mins. In length and **all group** members must be provided with an opportunity to present certain aspects.

Within your presentation you must consider at **least three** of the following components

- A market research plan
- Creating customer value and engagement
- The Marketing Mix
- Segmentation, Targeting and Positioning
- The Marketing Information System

- Effective use of Digital Marketing
- The Marketing Environment

Component 2 (50%) – Supporting paper – Marketing Plan (1500 words)

The marketing plan must be submitted at the time of your group presentation. Remember this is to support your presentation, and must cover all parts of the marketing plan, and not just the part that you had responsibility for within the presentation.

Your marketing plan must include:

Introduction

- Introduce the geographical area
- The purpose of your marketing plan
- Who it is being prepared for?

Choose a minimum of 3 of the following headings – the marketing Mix section must be included.

A Market Research Plan

- How do you intend to conduct market research?
- What methods will be used?
- Primary or Secondary market research?
- What are the advantages and disadvantages of each research method?

Creating Customer Value and Engagement

- How will coastal area of choice create customer value?
- What benefits will it offer current and potential visitors?
- How will you develop visitor engagement?
- Which marketing channels will be used?

The Marketing Mix

- Product - What is the destination currently offering?
- Place (Distribution) – How will customers locate the area? Which channels will be used? Web-site? Intermediaries – run by the City/Town Council for example, businesses within the area etc?
- Price – What is the pricing strategy within the area? Linked to market research and/or marketing environment analysis and/or customer value, are there a variety of price points for visitors- how will this be displayed/shared
- Promotion – How will coastal area of choice be advertised?

Segmentation, Targeting and Positioning

- What market segments will the coastal area of choice serve? Business? Families? Young adults? Senior citizens? Students? “Active” people? Gender?
- How will those segments be targeted?

- How will The Mumbles position itself within the Tourist Industry?

The Marketing Information System

- Link to market research plan
- How will the local authority as 'the customer', store and utilise customer data, or if you as the marketing consulting are going to do this, how will you do so?

Effective use of Digital Marketing

- How can the chosen destination use digital marketing in its marketing activities – include who will contribute, how will it be managed.

The Marketing Environment (Micro)

- What are the major micro-environmental factors that impact on the chosen destination? – SWOT Analysis
- How can the area capitalise on its strengths in its marketing strategy?
- How can the area address its weaknesses in its marketing strategy?
- How can the area take advantage of opportunities?
- How can the area address its threats?

The Marketing Environment (Macro)

- What are the major macro-environmental factors that impact on the chosen destination? – PESTEL
- How can the area capitalise on its positive impacts in its marketing strategy?
- How can the area address its negative impacts in its marketing strategy?

References

You will be expected to use credible reference sources (a minimum of 15) for information used within your marketing plan. Your references are not part of the word count.

GUIDANCE FOR STUDENTS IN THE COMPLETION OF INDIVIDUAL TASK

NOTE: The guidance offered below is linked to the five generic assessment criteria overleaf.

6. Engagement with Literature Skills

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 an appropriate *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 a suitable referencing system, including in-text citations in the main body of your work and a reference list at the end of your work.

Guidance specific to this assessment: *At least 15 references showing evidence of a range of sources used to research the topic area.*

7. Knowledge and Understanding Skills

At level 4, you should be able to demonstrate knowledge of the underlying concepts and principles associated with your area(s) of study. *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. to show your understanding. Your mark/grade will also depend upon the *extent* to which you demonstrate your knowledge and understanding.

Guidance specific to this assessment: *You need to show your understanding and application of how the Marketing Mix, SWOT, PESTEL and Stakeholder analysis tools can be used in the context of the task.*

8. Cognitive and Intellectual Skills

You should be able to present, evaluate and interpret qualitative and quantitative data, in order to develop lines of argument and make sound judgements in accordance with basic theories and concepts of your subject(s) of study. You should be able to evaluate the appropriateness of different approaches to solving problems related to your area(s) of study and/or work. Your work must contain evidence of logical, analytical thinking. 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 what cost? You should provide justification for your arguments and judgements using evidence that you have reflected upon the ideas of others within the subject area and that you are able to make sound judgements and arguments using data and concepts. Where relevant, alternative solutions and recommendations may be proposed.

Guidance specific to this assessment: *Glean and evaluate data assembled through research of the company in question and form judgements based on analysis of the company's external and internal environment.*

9. Practical Skills

At level 4, you should be able to apply the basic underlying concepts and principles to evaluate and interpret these within the context of your area of study. You should be able to demonstrate how the subject-related concepts and ideas relate to real world situations and/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, or to create artefacts. This is likely to involve, for instance, the use of real world artefacts, examples

and cases, the application of a model within an organisation and/or benchmarking one theory or organisation against others based on stated criteria.

Guidance specific to this assessment: Demonstrate how the Marketing Mix, SWOT, PESTEL and Stakeholder analysis tools can be used with the company in question to reveal problems and how solutions can be sort based on examples and cases from other sources.

10. Transferable Skills for Life and Professional Practice

Your work must provide evidence of the qualities and transferable skills necessary for employment requiring the exercise of some personal responsibility. This includes demonstrating: that you can communicate the results of your study/work accurately and reliably, and with structured and coherent arguments; that you can initiate and complete tasks and procedures, whether individually and/or collaboratively; fluency of expression; clarity and effectiveness in presentation and organisation. Work should be coherent and well-structured in presentation and organisation.

Guidance specific to this assessment: This will be achieved through successful completion of the analysis and possible options demonstrated to the challenges outlined. You will also be able to demonstrate how you would use this marketing plan to support your customer.

STUDENT FEEDBACK FORM INDIVIDUAL EXERCISE

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill 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.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
	10	
2. Knowledge and Understanding Skills		
	25	
3. Cognitive and Intellectual Skills		
	25	
4. Practical Application Skills		
	25	
5. Transferable Skills for Life and Professional Practice		
	15	

Assessment 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)	%
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This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

Common Assessment Criteria Applied		Level of Achievement					
		REFER		3 rd	2:2	2:1	1 st
	OUTRIGHT FAIL	UNSATISFACTORY	SATISFACTORY	GOOD	VERY GOOD	EXCELLENT	EXCEPTIONAL
1. Research-informed Literature	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
2. Knowledge and Understanding of Subject	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
3. Analysis	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
4. Practical Application and Deployment	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
5. Skills for Professional Practice	0-29%	30-39%	40-49%	50-59%	60-69%	70-79%	80-100%
	☐	☐	☐	☐	☐	☐	☐
PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL				PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP			
Student's Name					Date		
Student's Signature							

