

# Higher National Certificate in Hospitality Management



## Assignment Brief

|                           |                                           |
|---------------------------|-------------------------------------------|
| Unit Number/ Title:       | Unit 15: Hospitality Marketing Essentials |
| Academic Year:            | 2022-2023                                 |
| Unit Tutors:              | Glyn Adams, Mehmet Ozaksu                 |
| Assessment Number/ Title: | Marketing Officer in Hospitality          |
| Hand-Out Date:            | 21 <sup>st</sup> January 2023             |
| Submission Date:          | 17 <sup>th</sup> March 2023               |

| Unit Learning Outcomes addressed by this Assignment |                                                                                                                                              |
|-----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| LO1                                                 | (P1, P2, M1, M2, D1) Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation.        |
| LO2                                                 | (P3, M3, D2) Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives. |
| LO3                                                 | (P4, M4, D2) Develop a basic marketing plan to meet marketing objectives for a hospitality organisation                                      |

| Plagiarism                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Any act of plagiarism will be seriously dealt with according to the Academy's and awarding bodies' regulations. In this context the definition and scope of plagiarism are presented below:</p> <p>Plagiarism is presenting someone's work as your own. It includes copying information directly from the web or from books without referencing the material; submitting joint coursework as an individual effort; copying another student's coursework; stealing coursework from another student and submitting it as your own work. Suspected plagiarism will be investigated and if found to have occurred will be dealt with according to the Academy procedure. For further details please refer to the plagiarism policy and the student code of conduct.</p> <p>You are reminded that you must sign a declaration that the work submitted is your own - see the "Learner Declaration" below.</p> |

| Learner Declaration                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------------------------------------|
| <p>I certify that the work submitted for this assignment is my own and research sources are fully acknowledged.</p> <p>Student signature:</p> |

## Assignment Brief and Scenario

You are applying for the role of **Marketing Officer** in a hospitality sector organisation of your choice. (It is recommended that you use your own place of work, or a company you want to work for). As part of the interview process ***the company wants to assess your appreciation of marketing, in particular its role within a hospitality organisation and how it interrelates with other functions within the business.***

### Activity 1

You are asked to prepare **Materials for a Presentation** which you would give on this subject. Your answer will be rated higher if you can extend your answer:

- By **critically analysing** the key elements of the marketing function (the roles and responsibilities of marketing) and how they interrelate with other functional departments within the organisation of your choice (as the wider organisational context), and
- by **analysing** the importance of these inter-relationships between marketing and other functional departments.

You are advised that as a minimum you should:

- **explain** the role and responsibilities of the marketing function in general; and then
- **explain** how roles and responsibilities of marketing (of the kind you just discussed) relate to other functional areas and the wider organisational context of a hospitality organisation (**specifically, giving examples, preferably for the organisation you are interviewing for**).

### Activity 2

Imagine that you got the job and have been appointed as the Marketing Officer for your chosen hospitality organisation. Your first objective is to research the competition and produce a **Marketing Plan** based on your findings. For your Marketing Plan to be more effective and successful, it would:

- **evaluate** some of the different tactics applied by the different organisations,
- **include** measures for monitoring and evaluation,
- **give** more detail and contain more evidence; and
- **be** more strategic in its approach to the business environment, competitors and objectives.

For this to be at least adequate, you will need to:

- first **compare** and **evaluate** how different organisations apply their Marketing Mix to their Marketing Planning process, in order to achieve their business objectives. (**Here you need to compare at least two (2) organisations in the Hospitality Industry; for example, your chosen hospitality organisation and two competitors; or more.**)
- and then **produce** a basic marketing plan for a hospitality organisation to meet marketing objectives by first
  - **identifying** some of the business Objectives and marketing Objectives of the organisation of your choice,
  - **apply** the elements of the Marketing Mix (7Ps) to your organisation at a tactical level,
  - **explain** how your Marketing Plan will meet your Marketing Objectives.

| Submission Checklist:  |              | Evidence required:           | Complete: |
|------------------------|--------------|------------------------------|-----------|
| Activity 1 (LO1)       | Presentation | Materials for a Presentation |           |
| Activity 2 (LO2 + LO3) |              | Marketing Plan               |           |

## Submission Format and Guidance

While Higher National programmes are vocational and flexible, so that the points below are not formal Pearson BTEC requirements, nonetheless for this assignment it is recommended that you give attention to the following points.

For your **presentation slides**, you should:

- try to use slides based on PowerPoint or other software to support a verbal presentation.
- be professional in style, with clear and accurate language, and appropriate formal tone; with key points emphasised concisely, use of headings and subheadings, bullet points, graphics etc.

For your **Presentation**, it is recommended that as far as possible you should:

- be sure that word count for speaking notes is approximately 2500-3000 words (or as you consider sufficient to demonstrate your understanding to an objective third party).
- use Harvard referencing to support and give the sources of all the facts and arguments on which you rely.
- get dressed appropriately; preferably as if you are giving the presentation in business.
- expect to have a time of approximately 15 minutes total for the presentation, including the setup of devices (PC, projector, etc.) and any Question & Answer follow-up.

(Note that Pearson BTEC does not have formal requirements on word count. You will not be penalised for exceeding or producing less than, the number of words indicated. The intention is to offer a guideline to assist you in producing an assessment that will be considered sufficient to demonstrate your understanding by an objective third party.)

- Presentation dates will be announced during the term.
- You **MUST** be present on the date you are assigned for the presentation. (Students who are not present must have Extenuating Circumstances supported by credible and verifiable evidence in order to do the presentation on a later date. Otherwise, they will be Referred).
- You **MUST** upload the soft copy of any slides or supporting materials as part of your assignment submission to the VLE by **17th March 2023**.
- You should expect to carry out your presentation with other members of your class present. (Special arrangements will be made if you have been identified as a student with Special Educational Needs.)
- An Observation Form will be completed by the Lecturer and feedback will be given to you.
- Your presentation may also be video recorded.
- Your presentation results will be declared at the same time as those for the rest of the Unit. Please do not ask the lecturer for your grade either during or after the presentation session.

You will be evaluated on the Pass, Merit and Distinction criteria provided in this Assignment Brief and issued to you during teaching and online for **P1, P2, P3, P4; M1, M2, M3, M4; D1 and D2**.

**In order to achieve Merit, you must fulfil all the Pass Criteria and for Distinction all the Merit Criteria for each activity.**

| Learning Outcomes and Assessment Criteria                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pass                                                                                                                                                                                                                                               | Merit                                                                                                                                                                                                                                                                      | Distinction                                                                                                                                                                                |
| <b>LO1</b> Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation.                                                                                                                        |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                            |
| <p><b>P1</b> Explain the key roles and responsibilities of the marketing function within a selected hospitality organisation.</p> <p><b>P2</b> Discuss how roles and responsibilities of marketing relate to the wider organisational context.</p> | <p><b>M1</b> Analyse the roles and responsibilities of marketing in the context of the marketing environment.</p> <p><b>M2</b> Analyse the significance of interrelationships between marketing and other functional units within a selected hospitality organisation.</p> | <p><b>D1</b> Critically analyse the key elements of the marketing function and how they interrelate with other functional units within a selected hospitality organisation.</p>            |
| <b>LO2</b> Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives.                                                                                                         |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                            |
| <p><b>P3</b> Compare the ways in which different hospitality organisations apply the marketing mix to the marketing planning process to achieve business objectives.</p>                                                                           | <p><b>M3</b> Evaluate different tactics applied by hospitality organisations to demonstrate how business objectives are achieved.</p>                                                                                                                                      | <p><b>D2</b> Design a strategic marketing plan that tactically applies the use of the 7Ps and includes measures for monitoring and evaluation to achieve overall marketing objectives.</p> |
| <b>LO3</b> Develop a basic marketing plan to meet marketing objectives for a hospitality organisation.                                                                                                                                             |                                                                                                                                                                                                                                                                            |                                                                                                                                                                                            |
| <p><b>P4</b> Produce a basic marketing plan for a hospitality organisation to meet marketing objectives.</p>                                                                                                                                       | <p><b>M4</b> Produce a detailed, coherent, evidence-based marketing plan that applies the marketing mix to meet marketing objectives for a hospitality organisation.</p>                                                                                                   | <p><b>D2</b> As above.</p>                                                                                                                                                                 |