



Welcome

**BMTP4014 Niche Marketing &
Social Media**

Week Three



This week is a challenge....



Niche Marketing & Social Media Challenge SA1 & Swansea Marina

Your Mission

Today, you are a team of Marketing Detectives exploring SA1 and Swansea Marina.

Your challenge is to investigate how tourism, hospitality and leisure organisations use marketing to attract customers, create memorable experiences and encourage people to share their experiences online.

You have **90 minutes** to complete the three challenges and collect photographic evidence.

As you explore, think about one key question:

Are organisations simply selling products, or are they selling experiences, emotions and memories?

When you return, you'll share your findings with the class and compete for prizes 🏆 📷 📱

Challenge One: Spot the Marketing



Find and photograph **5 examples of marketing** around SA1 and Swansea Marina.

For each example answer:

- What is it?
- Who is it aimed at?
- Do you think it is effective?



Photo evidence required

Examples might include:

- Branding
- Signage
- Advertising
- Menus
- Loyalty schemes
- Event promotion
- Window displays
- QR codes
- Social media handles

Challenge Two: Social Media Detective



Find and photograph:

- **The best Instagrammable photo**
- **The best selfie location**
- **A hidden gem that deserve more attention**
- **Something Likely to appear on TikTok or Instagram**



Photo evidence required

For each example explain:

- Why would people share it?
- What audience would it appeal to?
- How does social media help promote it?

Challenge Three: Selling an Emotion



Find **4 examples** of places or businesses selling an emotion rather than a product.

Possible emotions:

- ✓ Relaxation
- ✓ Excitement
- ✓ Belonging
- ✓ Luxury
- ✓ Happiness



Photo evidence required

Complete the sentence for each photo:

This appears to sell _____
but it is really selling _____

What did you find?



Create a Powerpoint with your pictures and findings to present to the class

- One slide per challenge
- Every team member must contribute and speak
- Use photos as evidence
- Keep text brief
- Explain your thinking



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

Drum Roll.....





Awards



Challenge 1: Spot the Marketing

Awarded to the team that identifies the strongest and most effective example of marketing in SA1 and Swansea Marina.

Social Media Guru Award

Challenge 2: Social Media Detective

Awarded to the team that finds the best example of content, locations or marketing that encourages sharing, engagement and online interaction.

Experience Marketing Award

Challenge 3: Selling the Emotion

Awarded to the team that best demonstrates how an organisation is selling an emotion, feeling or experience rather than simply a product.