



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 Two

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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

- The nature and scope of marketing
- Definition and importance
- The role of marketing
- Customers, demographics and market segments
- Stakeholders
- Models and frameworks





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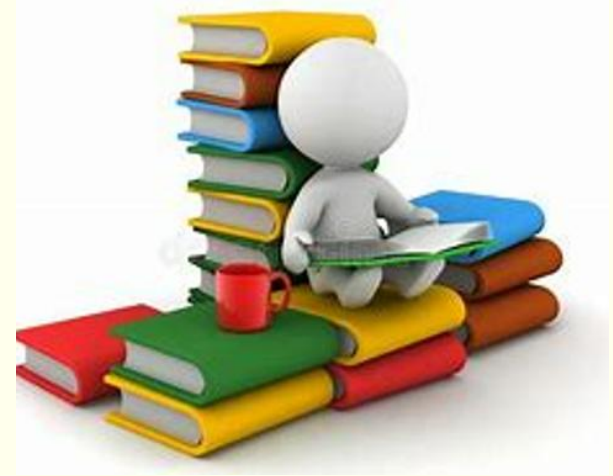
Moodle and Module handbook

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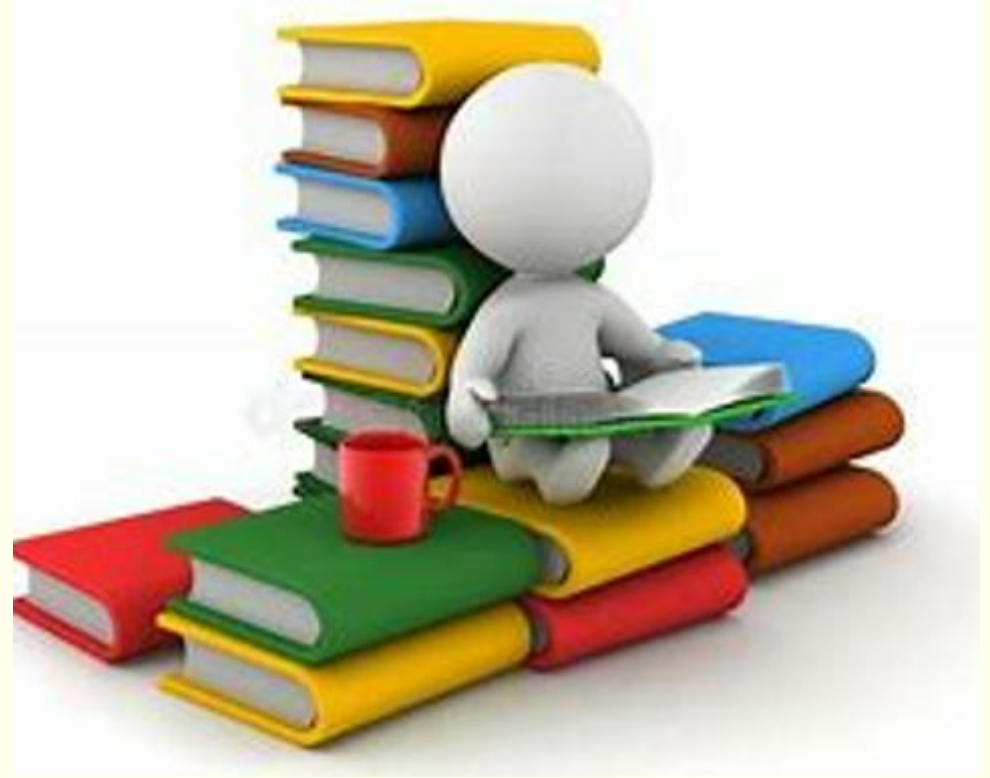
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Scheme of Work



Scheme of Work



My first job and what advert I like the most!

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What does



Join Nearpod:
BN19V

Mean to you??

What is Marketing?



- Marketing refers to activities a company undertakes to promote the buying or selling of a product or service.
- Marketing includes advertising, selling, and delivering products to consumers or other businesses.
- The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit (Philip Kotler).
- The key purpose of marketing is to get people interested in the products or services of a company.

Some thoughts on Marketing



“What is marketing? Simply put marketing is managing profitable customer relationships. The aim of marketing is to create value for customers and capture value from customers in return” (Kotler 2013)

“During the last decade, the international marketing field has developed enormously, and the marketing function has now taken the central position in most companies....The Globalisation of the marketplace is now a reality” (Ghauri 2014)

“Whether we recognise it or not, we are all involved, willingly or unwillingly, passively or actively, in marketing. We encounter marketing practices every day when we are exposed to advertising and product displays, evaluate brands, make buying decisions, shop and consume” (Bowie et al 2017)

Institutional Definitions of Marketing

- Two important professional bodies for marketers are the American Marketing Association (AMA) and the UK based Chartered Institute of Marketing (CIM), here are their definitions of marketing...
- “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large”. (AMA)
- “Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably” (CIM)



Role of Marketing in Organisations

- Building brand awareness
- Driving sales
- Enhancing customer relationships
- Educating customers
- Supporting business growth



The past, present and beyond...



Past Marketing Essentials

- 4 P's of Marketing
- Print advertising
- Word of mouth
- Travel agents
- Location and amenities
- Customer service



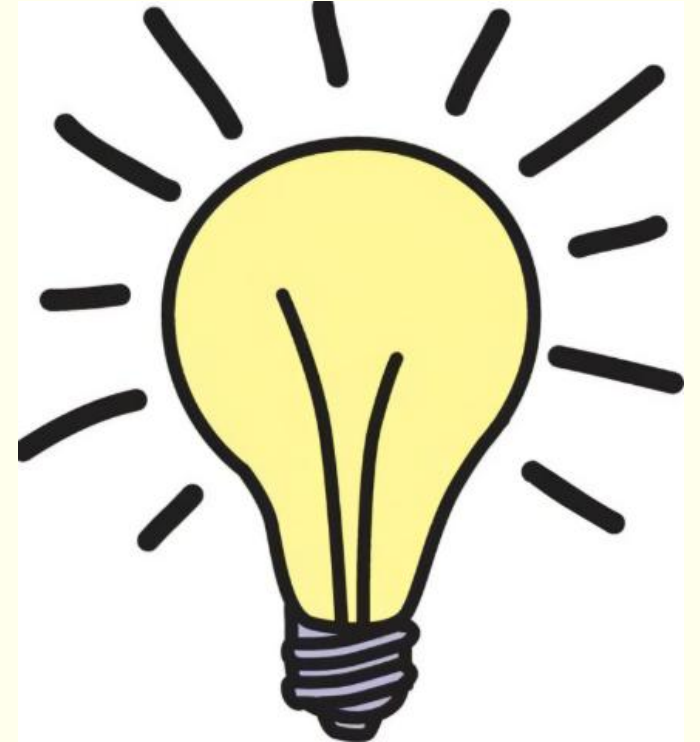
Modern Marketing Essentials

- Digital Presence
- Social Media Marketing
- Personalisation
- Content Marketing
- Online Reputation Management
- Sustainability and Messaging
- Automation and AI



A key Shift in Philosophy!

- Then: Sell the product (room, meal, location)
- Now: Sell the experience (emotion, story, personalisation)



The Essentials in Comparison!

Category	Past Essentials	Present Essentials
Channels	Print, TV, Travel Agents	Social Media, Mobile Apps, OTAs
Focus	Product & Location	Experience & Personalization
Guest Role	Passive Recipient	Co-creator & Brand Advocate
Measurement	Occupancy Rates, Revenue	Engagement Metrics, ROI, Sentiment Analysis
Tools	Brochures, Billboards	AI, CRM, Automation, Influencer Partnerships
Content Style	Informational	Visual Storytelling, User-Generated Content
Sustainability	Rarely Mentioned	Core Brand Value

Customers



Market Segments

Marketing works best when you have a clear idea of who is likely to buy from you.

For Starbucks there are many potential segments:

- **Commuters**
- **Students**
- **People on a shopping trip**
- **18-55**
- **Higher income etc..**



Demographics

The statistical characteristics of a population used to identify and segment potential customers.

Factors include:

- Age
- Gender
- Income
- Education
- Race
- Employment status



Stakeholders

➤ Individuals or groups that have an interest in the success of a company's marketing efforts. Understanding these stakeholders is crucial for developing effective marketing strategies and ensuring that all relevant parties are engaged and informed.

➤ Internal Stakeholders

➤ External Stakeholders

➤ Secondary Stakeholders





Models and Frameworks

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Models

A model is typically a representation or simulation of a concept, system, or process that illustrates how something works.

Frameworks

A framework, provides a structured approach or set of guidelines for understanding or addressing a particular issue. It serves as a foundation upon which models can be built or applied. Frameworks often include rules, principles, and components that guide the development of theories or practices.



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Assessments

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Assessments

- **Assessment One: Presentation**
10-minute presentation +/- 10%
- **Assessment Two: Marketing plan**
1500 words +/-10%



Submission Dates

Presentations

Tuesday 2nd December

A copy of the presentation to be upload by 23:59 on the day before the presentation (Monday 1st December).

Marketing Plan

Thursday 15th January 2026 by 23:59



Any Questions?

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Next Week!

Key Marketing concepts

- The marketing mix
- Service Mix
- Marketing funnel, Aida Model Sostac
- Marketing plans
- SMART objectives



Things to do by next week..

- Download and read the module handbook
- Go through the assignment and scenario to discuss next week