

International Travel, Tourism, Events, Festivals and Leisure Resort Management

BMTP4014

Niche Marketing And Social Media – Level 4

- Introduction/Overview to the
- Module Introduction to Marketing

Aims for today

- For you to learn about **me** as your Module Tutor.
- For me to get to know about **you**.
- For **you to meet each other** as student colleagues.
- For **all of us** to have an understanding of Module content & have an introduction to marketing

Let me introduce Introductions...

Module Leader: C.wilkin@uwtsd.ac.uk



Who are you?

Howdy



Accessing Information about this module

- Your module Moodle Page will include the teaching material that will be delivered by your lecturer
- You will also find essential information to support you through the module.
- Log in and navigate to the Week 1 folder on Moodle now and download the Module Handbook



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Module Handbook

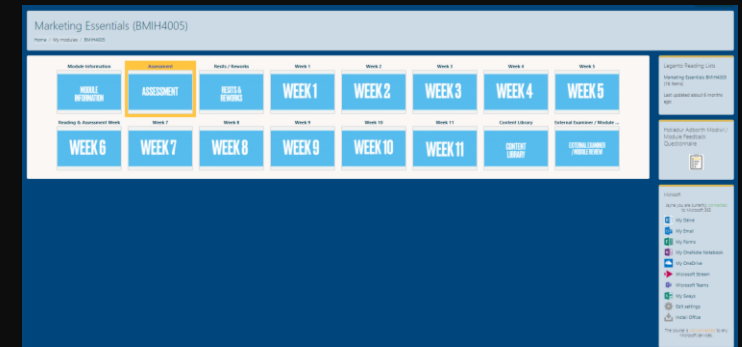
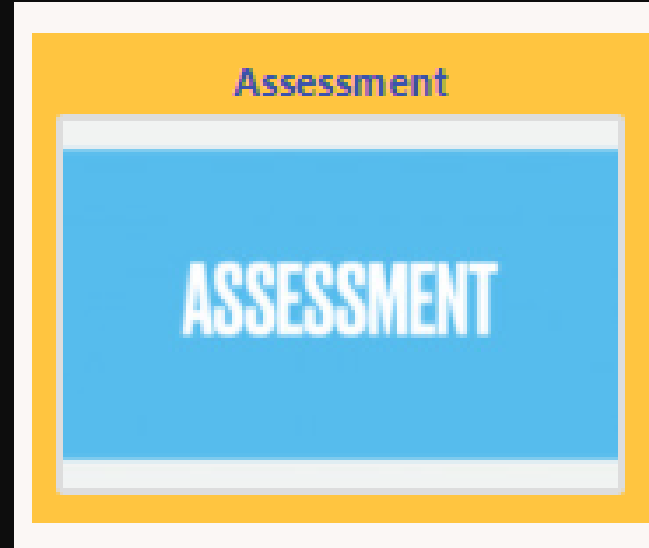
- This is an important document as it provides information about the module, assessment writing guidelines, resources and further information.



This section will give you information about the assignments that you will complete within the module.

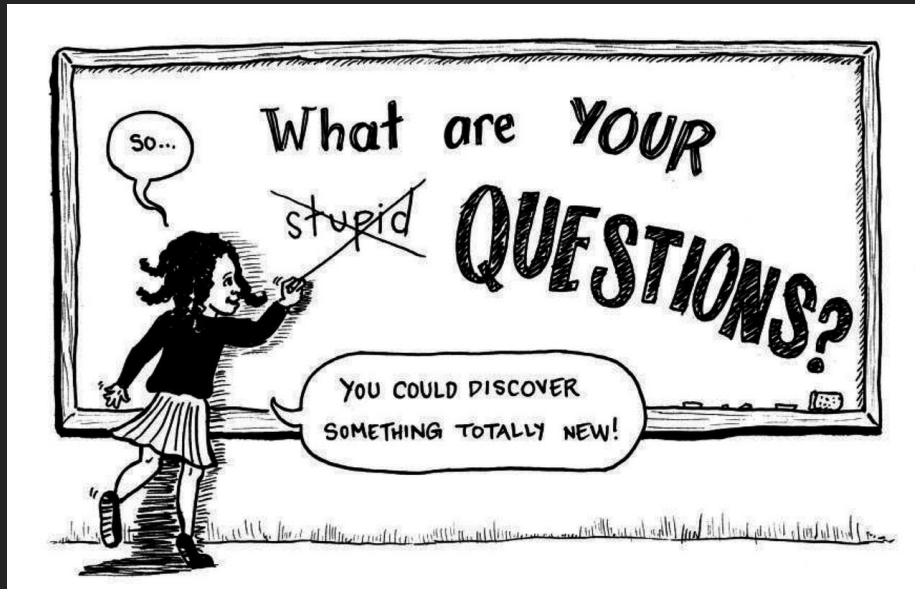
The dates that they should be submitted and the content that is required...

Please ask if you don't understand, this is the start of your learning journey and as lecturers we are here to help



Support

- One of the clearest messages we need to get to you today, is that as **Lecturers we will be supporting you!**



We understand that returning to or beginning study can be both exciting but also a little worrying...the university experience being unique from other educational experiences as we begin to focus on academic practice and self directed study.

Please ask questions as you need to, if you don't understand then either request during or at the end of the lecture to have some one-to-one time with your lecturer either after the session or at a later mutually agreed time... don't struggle and don't stress we are here to help!

Getting in Touch



It is important that when you contact anyone inside the University so either your Module Lecturer, your Year tutor or support staff that you use your [university email address](#), this makes sure that we will be able to identify you properly, and you will have a prompt response.

C.wilkin@uwtsd.ac.uk

Also, we have social media platforms that we share good news, get messages out there and promote our courses on.



Assessment -1

Due:18th November 23;59

An marketing report of 1500 words -/+ 10%

WORLD TRAVEL MARKET 2024 WTM London is the market leading international travel event unlocking business opportunities. The event enables Tourism Businesses from around the globe to showcase their brand and exhibit at the show.

MARKETING REPORT

As a Tourism Destination Marketing and Events Team you are required to use academic and industry research to prepare a Report using SOSTAC to market, promote and publicise Wales as a destination at the 2024 World Travel Market Industry Trade Event. You will need to use market research to develop an effective niche Marketing and Events Report to effectively promote either Wales or a specific Welsh Destination, Resort, Event or Tourism / Leisure Product at this B2B (Business to Business) Event.

Assessment 2 Social media Campaign

Due Date 15th January 2024

(5/6 mins)

“More and more destinations are using user generated content to attract Tourists”

Buhalis, D (2022) Destination Marketing

A topical and ‘critical’ Tourism, Events and Leisure example is

“An incredible place” Qatar World Cup (2022) the new video that shows David Beckham as the £10m Qatar’s Social Media Tourism Campaign.....

Social Media Campaign (5-6 minutes)

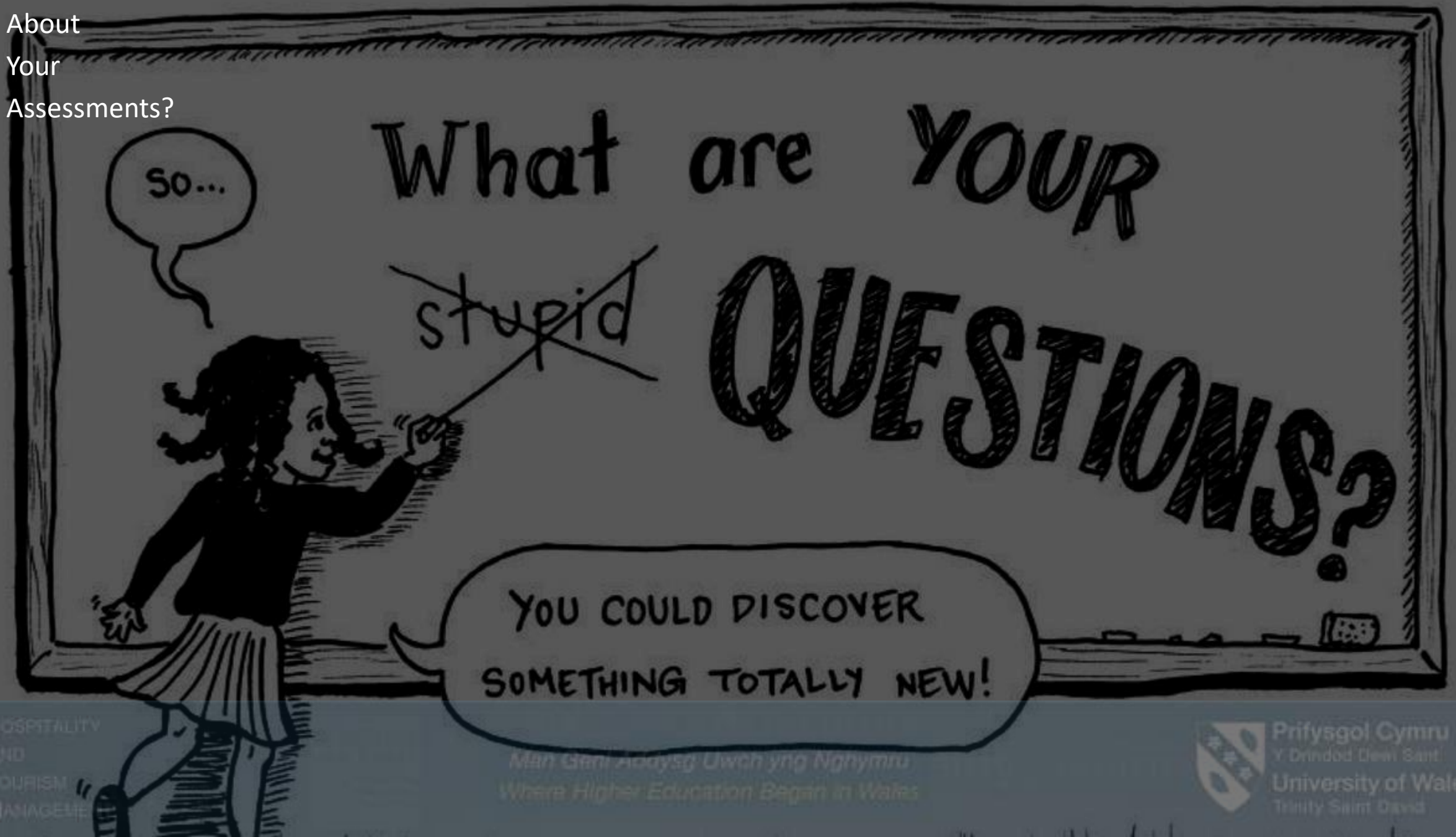
As a social media consultant you are required to develop a specialist niche marketing and social media Bid Pitch to market a Travel, Tourism, Leisure or Events product of your choice to a specific market segment(s).

Your bid should be designed to address an element of the RACE framework and focused using Aristotle’s modes of persuasion as well as utilise user generated content, influencer marketing, story-telling, place building, images and /or virtual content relating directly the selected product and your chosen target market.

The campaign should focus on a specific social media platform (Tick Tock, Instagram, Facebook, Linkedin or YouTube), whichever is most suitable for your target market but should also consider how the media can be used on multiple platforms. This decision should be clearly explained and justified using underpinning marketing theory and academic research.



- Do you have any questions
- About
- Your
- Assessments?

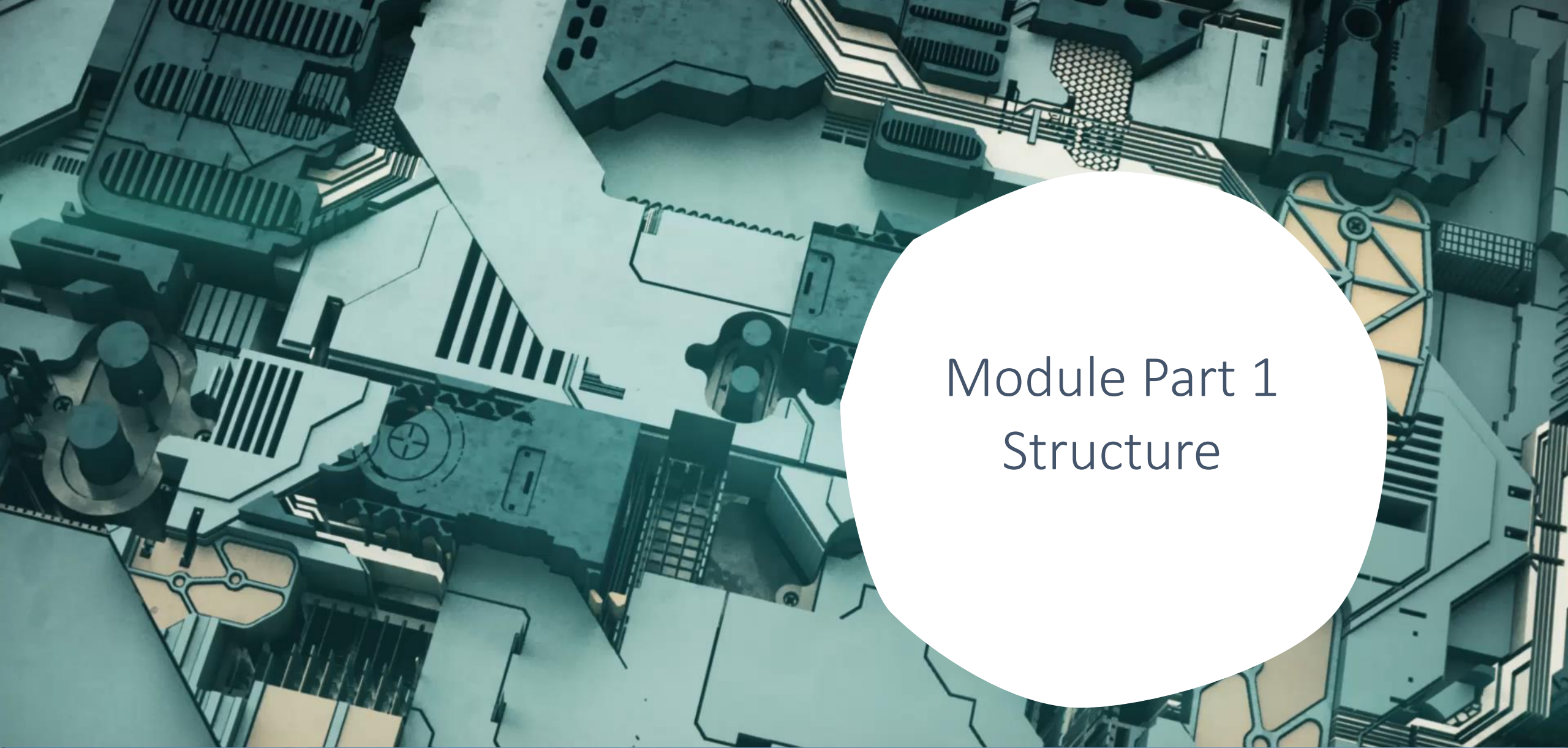




Before we start our journey into entrepreneurship.

We are going to take a 15 min break...

See you soon!



Module Part 1 Structure

SOSTAC Structure

- Situation analysis (where are we now?)
- Objectives (where do we want to go?)
- Strategy (how do we get there?)
- Tactics (the details of the strategy)
- Action (or implementation - putting the plans to work)
- Control (measurement, monitoring, reviewing and modifying)

The SOSTAC Planning System



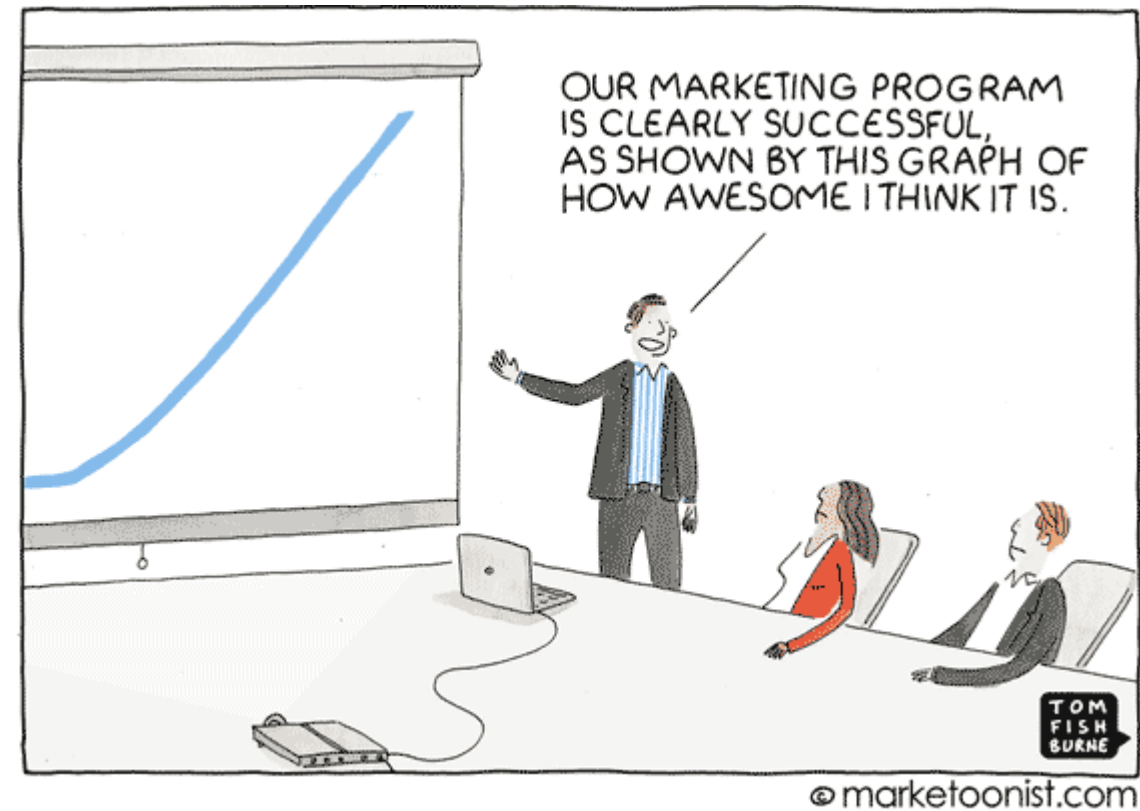
- Many approaches to developing a marketing communications plan
- No common approach but essential elements every plan must have
- SOSTAC is an aide-memoire to help ensure focus on the key elements
- SOSTAC can also be used to develop corporate plans, marketing plans, direct mail plans...even personal plans

Marketing..

How would you describe marketing?



"Marketing is not the art of finding clever ways to dispose of what you make, it is the art of creating genuine customer value". (Kotler, 1967)



What do you value the most when choosing a destination for a holiday?



Institutional definitions of marketing

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- 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)

The Difference within the definitions...

AMA stresses the importance of value creation, customer's experience value when they use or consume a product or service...known as VALUE- IN-USE, therefore a hotel room would have no value until a customer uses it.

CIM stresses the importance of satisfying customers requirements.

If we integrate the two, we can say that every customers broad requirement is to experience value.

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Some thoughts on marketing?

“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)

“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)



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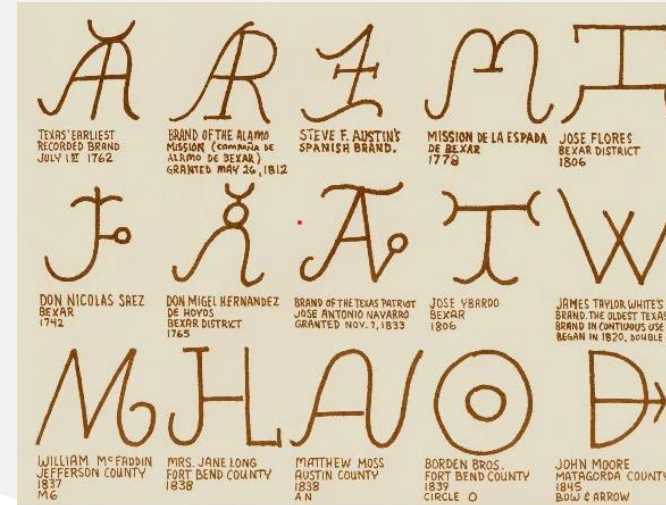
Question:

What is a Brand?



Brands, a brief history....

In Ancient Norse, a Scandanavian language, the word “brandr” means “to burn



A diagram of ancient cattle brands via [Texas State Historical Association](#)

This cattle branding made a transition with the emergence of mass production and soon brands were burned into wooden crates to show authenticity and quality (much like the cattle brands of the 17/1800's)

When we took our walk down the high street or browse the web, you likely recognise some or all, of the brand images presented to you... but what influences you to make choices?

- *Choose a brand in the next three sectors and make some notes as to what would influence you to purchase the product.*

- **Fast Food?**
- **Shoes?**
- **Holiday destination?**

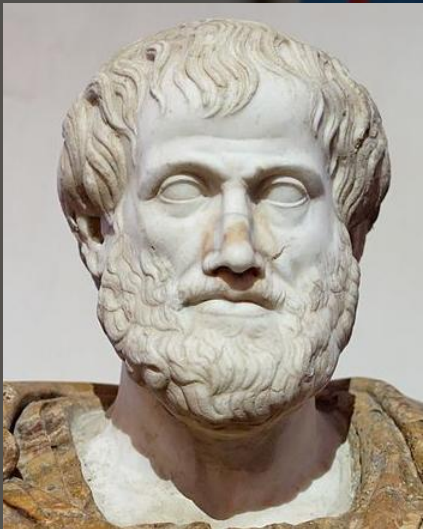
LET'S DISCUSS

You all have made different choices, for different reasons, and there are people behind that brand that have been influencing your decision.

How do brands persuade us?

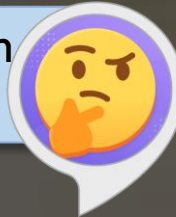


Aristotle's Modes of persuasion "Rhetoric"



Modes of persuasion

Which do you think you would use when promoting an event like Glastonbury?



Ethos

- Trust
- Credibility

Pathos

- Values
- Ethics

Logos

- Logic
- Reason



Next Week!

Situational analysis
The 5 C's Overview

The first 2 C's in detail –
Company and Customers

***I look forward to seeing you
next week.***

***If you have any questions in the
meantime, please send an email
from your student account***

C.wilkin@UWTSD.AC.UK



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