**BTEC Assignment Brief**

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| **Qualification** | | Pearson BTEC Level 3 National Certificate in Travel and Tourism Pearson BTEC Level 3 National Extended Certificate in Travel  and Tourism  Pearson BTEC Level 3 National Diploma in Travel  and Tourism  Pearson BTEC Level 3 National Extended Diploma in Travel  and Tourism |
| **Unit number and title** | | Unit 3: Principles of Marketing in Travel and Tourism |
| **Learning aims** | | Learning Aim A: Explore the role of marketing activities in influencing customer decisions and meeting customer needs in travel and tourism  Learning Aim B: Examine the impact that marketing activities have on the success of different travel  and tourism organisations |
| **Assignment title** | | Assignment 1: The Role and Impact of Marketing |
| **Assessor** | |  |
| **Issue date** | |  |
| **Hand in deadline** | |  |
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| **Vocational Scenario or Context** | | You are on the first week of a two-week industry placement with a large marketing consultancy.  You will spend time with different teams, giving you a great opportunity to develop your understanding of how marketing is carried out by real organisations.  This week you are working with the Business Development Manager who has given you two marketing related tasks to complete.  When completing both tasks, the Business Development Manager is expecting to see high quality written/oral communication skills and use of appropriate terminology. |
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| **Task 1** | | Your first task is to produce a written report that:  a) Explains and analyses the different ways in which effective marketing and customer service can work together in travel and tourism organisations to persuade customers to make a purchase whilst making sure that their needs are met.  You should use appropriate industry examples to show your understanding, draw conclusions and make evaluative judgements on the relationship between effective marketing and customer service in influencing customer decisions and meeting customer needs.  b) Explains and analyses what can happen to customers and to travel and tourism organisations when effective and ineffective marketing mix strategies are used.  Your report should cover each of the 4Ps (Product, Price, Promotion and Place) and will give a clear insight into both the potential positive impacts of a well-planned marketing mix and the potential negative impacts of a poorly considered marketing mix on organisations and customers.  Your report should include examples from real travel and tourism organisations, drawing conclusions and making judgements about the significance of both specific and wider impacts of the marketing mix. |
| **Checklist of evidence required** | | * A written report |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| Unit 3/A.P1 | Explain how effective marketing and customer service in travel and tourism organisations work together to influence customer decisions and meet customer needs. | |
| Unit 3/A.P2 | Explain the potential impacts of the marketing mix on travel and tourism organisations and customers. | |
| Unit 3/A.M1 | Analyse the potential impacts of the marketing mix and the ways in which effective marketing and customer service work together to influence customer decisions and meet customer needs. | |
| Unit 3/A.D1 | Evaluate the potential impacts of the marketing mix and the ways in which effective marketing and customer service work together to influence customer decisions and meet customer needs. | |
| **Task 2** | | You should now select **two travel and tourism organisations** that have very different approaches to marketing. After researching each organisation, you will prepare and deliver a presentation to the Business Development Manager. For each of your two chosen organisations you must:  a) Identify the organisational objectives    b) Explain how marketing activity is carried out to ensure that stated organisational objectives are achieved, taking into account internal and external factors  c) Explain how the implemented marketing activities positively contribute to growth and customer relationships of the two organisations  d) Analyse the different approaches to marketing used by the two organisations to achieve organisational objectives, evaluating how organisational success may be impacted by current approaches to marketing activities. You should take into account the relevance of internal and external factors and provide justified recommendations for improvements to future marketing activities. You may use examples of marketing activities used by other organisations to support your case. |
| **Checklist of evidence required** | | * Speaker notes produced by the learner * Visual aids produced by the learner * Observation Record produced by the Assessor |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| Unit 3/B.P3 | Explain how marketing activity is conducted differently by two travel and tourism organisations to achieve organisational objectives, taking into account internal and external factors. | |
| Unit 3/B.P4 | Explain how marketing activities contribute to the growth and customer relationships of two travel and tourism organisations. | |
| Unit 3/B.M2 | Analyse the different approaches to marketing activities used by two travel and tourism organisations to achieve organisational objectives, taking into account internal and external factors. | |
| Unit 3/ B.D2 | Evaluate the potential impacts of the different approaches to marketing activities used by two travel and tourism organisations to achieving organisational success, taking into account internal and external factors  and justifying recommendations for improvement. | |

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| **Sources of information to support you with this Assignment** | | You must have access to a range of current travel and tourism business information accessed through a combination of some or all of the following; educational visits, guest speakers, work experience, websites and printed resources.  Textbooks e.g.;  Weber, M (2019) *Three Key Marketing Strategies: What We Can Learn From Instagram's Enormous Success,* Sunbird Marketing, 978-1692772086  Dale, G (2019) *BTEC Nationals Travel & Tourism Student Book + Activebook*, Pearson, 978-1292187754 Kottler, P. (2017) Marketing for Hospitality and Tourism 7th edition, Pearson, 978-9332586260 |

**Note to Assessor:**

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| **Task 2** | Assessors should ensure that the marketing approach used by each of the selected travel and tourism organisations provides sufficient scope to ensure they can fully complete the assessment. |

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| **Unit number and title** | | Unit 3 Principles of Marketing in Travel and Tourism |
| **Learning aims** | | Learning Aim C: Carry out market research in order to identify a new travel and tourism product or service  Learning Aim D: Produce a promotional campaign for a new travel and tourism product or service, to meet stated objectives |
| **Assignment title** | | Assignment 2: Putting Marketing Theory into Practice |
| **Assessor** | |  |
| **Issue date** | |  |
| **Hand in deadline** | |  |
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| **Vocational Scenario or Context** | | You are on the second week of a two-week industry placement within a large marketing consultancy.  You will spend time with different teams, giving you a great opportunity to develop your understanding of how marketing is carried out by a real organisation.  This week you are working with the Research Manager who has asked you to complete an important task to develop your market research skills. |
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| **Task 1** | | The Research Manager would like you to select either a real travel and tourism organisation or tourist destination and use market research to identify a new product or service to add to the existing portfolio.  To meet your manager’s demands, you should perform the following activities, summarising each aspect of your research and findings in a written report;   * Select and identify either a real travel and tourism organisation or a tourist destination * Carry out secondary and primary market research, interpreting information and analysing data in order to identify a new travel and tourism product or service to add to an existing portfolio. * Justify the data obtained from primary and secondary market research   You should present samples of the market research used and you must remember to reference all market research sources and produce a bibliography |
| **Checklist of evidence required** | | * Written report * Samples of primary and secondary market research used * Bibliography |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| Unit 3/C.P5 | Identify a new travel and tourism product or service through the use of data obtained from primary and secondary market research | |
| Unit 3/C.M3 | Identify a new travel and tourism product or service through the analysis of data obtained from primary and secondary market research. | |
| Unit 3/C.D3 | Identify a new travel and tourism product or service, justifying the data obtained from primary and secondary market research. | |
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| **Task 2** | | For your final task, the Research Manager would like you to produce a promotional campaign for the new product or service.  a) You will produce a comprehensive written promotional  campaign that includes;   * The campaign aims and objectives * Identification of the target market * Identification of the product, price and place elements of the marketing mix * Identification of all planned promotional activities and materials for the new product or service, including timescales and distribution methods, with rationale for decisions * An analysis of how, and an evaluation of the extent to which, the campaign objectives can be achieved through effective marketing, including the key performance indicators (KPIs) that could be used to judge the success of the promotional campaign   b) You must now produce one of your planned promotional activities or pieces of promotional material. You should give careful consideration to the information you would like to communicate and ensure that the promotional activity or material is of industry standard. |
| **Checklist of evidence required** | | * A written promotional campaign   and either;   * Promotional Material: A piece of promotional material produced by the learner e.g. leaflet, advert, press release   or   * Promotional Activity: A Record of Activity completed by the assessor and supported by learner generated evidence e.g. visual aids, recorded footage, CDs, photographs, handouts, preparation notes, cue cards, diary record or logbook and/or peer assessments records etc, detailing the promotional activity e.g. vlog, TV/radio advert, presence at a trade fair. |
| **Criteria covered by this task:** | | |
| Unit/Criteria reference | To achieve the criteria you must show that you are able to: | |
| Unit 3/D.P6 | Produce a promotional campaign for a new travel and tourism product or service, including promotional material or activity, explaining how campaign objectives can be achieved. | |
| Unit 3/D.M4 | Produce a detailed promotional campaign for a new travel and tourism product or service, including promotional material or activity, analysing how campaign objectives can be achieved. | |
| Unit 3/D.D4 | Produce a comprehensive promotional campaign for a new travel and tourism product or service, including promotional material or activity, evaluating the extent to which campaign objectives can be achieved. | |
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| **Sources of information to support you with this Assignment** | | You must have access to a range of current travel and tourism business information accessed through a combination of some or all of the following; educational visits, guest speakers, work experience, websites and printed resources.  Textbooks e.g.;  Macarthy, A. (2018) *500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!,* CreateSpace Independent Publishing Platform, 978-1983805912  Dale G. (2019) *BTEC Nationals Travel & Tourism Student Book + Activebook*, Pearson, 978-1292187754  Kottler, P. (2017) Marketing for Hospitality and Tourism 7th edition, Pearson, 978-9332586260  Sources of secondary research e.g. Company annual reports;  ABTA publications e.g. <https://www.abta.com/industry-zone/reports-and-publications/abta-travel-trends-reports/travel-trends-2019>  Visit Britain e.g. <https://www.visitbritain.org/inbound-research-insights> |
| **Other assessment materials attached to this Assignment Brief** | | *N/A* |