



HND Assignment Brief

Programme title	Pearson BTEC HND Hospitality Management (RQF Level 5)	
Unit number and title	15	Hospitality Marketing Essentials
Assignment number & title	1 of 1	
Remark and Feedback	In-class feedback will be available from formative assessment of the initial submissions based on each learning outcome. Final feedback will be available within 2 – 3 weeks of the assignment submission date.	

General Guidelines	<ul style="list-style-type: none">• The work you submit must be in your own words. If you use a quote or an illustration from somewhere you must give the source.• Include a list of references at the end of your document. You must give <u>all</u> your sources of information.• Make sure your work is clearly presented and that you use readily understandable English.• Wherever possible use a word processor and its “spell-checker”.
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Internal verifier			
Signature (IV of the brief) *		Date	



ICON College of Technology and Management
BTEC Level 5 in Hospitality Management (RQF)
Unit 15: Hospitality Marketing Essentials (L4)
Recommended Word Count: 3,000

Assignment Context and Scenario

As a hospitality management student specialising in marketing, you are required to undertake an industry-based internship and therefore placed at a hospitality organisation in London for three months. At the end of your internship you will be required to produce a written report based on the four learning outcomes shown below:

Learning Outcome 1: Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation

Define marketing and examine the development of marketing concepts and explain the key roles and responsibilities of the marketing function within a selected hospitality organisation. Discuss how roles and responsibilities of marketing in your hospitality organisation relate to the wider organisational context, and analyse its roles and responsibilities linking to the marketing environment.

Also analyse the significance of interrelationships between marketing and other functional units within the selected hospitality organisation and critically analyse the key elements of the marketing function and how they interrelate with other functional units with examples drawn from your hospitality organisation.

Learning Outcome 2: Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives

Explain marketing mix and compare its application in the your hospitality organisation with other hospitality organisations in the marketing planning process to achieve marketing objectives. Identify and evaluate different tactics applied by your hospitality organisations to demonstrate how business objectives are achieved using marketing mix variables.

Learning Outcome 3: Develop a basic marketing plan to meet marketing objectives for a hospitality organisation

Differentiate between a basic and strategic marketing planning and produce a basic marketing plan for your hospitality organisation to meet the marketing objectives. Produce a detailed, coherent, evidence-based marketing plan that applies the marketing mix to meet marketing objectives for your hospitality organisation

Explain and design a strategic marketing plan for the selected hospitality organisation that enables the marketers to tactically use the 7Ps to achieve the overall marketing objectives and includes measures for monitoring and evaluation of success.

Relevant Information

1. Learning Outcomes and Assessment Criteria

Learning Outcomes	Pass Criteria	Merit Criteria	Distinction Criteria
Learning Outcome 1: Explain the role of marketing and how it interrelates with other functional units in a hospitality organisation	P1 Explain the key roles and responsibilities of the marketing function within a selected hospitality organisation P2 Discuss how roles and responsibilities of marketing relate to the wider organisational context	M1 Analyse the roles and responsibilities of marketing in the context of the marketing environment M2 Analyse the significance of interrelationships between marketing and other functional units within a selected hospitality organisation	D1 Critically analyse the key elements of the marketing function and how they interrelate with other functional units within a selected hospitality organisation
Learning Outcome 2: Compare ways in which hospitality organisations use elements of the marketing mix (7Ps) to achieve overall business objectives	P3 Compare the ways in which different hospitality organisations apply the marketing mix to the marketing planning process to achieve business objectives	M3 Evaluate different tactics applied by hospitality organisations to demonstrate how business objectives are achieved	D2 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
Learning Outcome 3: Develop a basic marketing plan to meet marketing objectives for a hospitality organisation	P4 Produce a basic marketing plan for a hospitality organisation to meet marketing objectives organisation	M4 Produce a detailed, coherent, evidence-based marketing plan that applies the marketing mix to meet marketing objectives for a hospitality organisation	Same as in LO 2

Preparation guidelines of the Coursework Document

- All coursework must be word processed.
- Document margins must not be more than 2.54 cm (1 inch) or less than 1.9cm (3/4 inch).
- Font size must be within the range of 10 point to 14 point including the headings and body text (preferred font size is 11).
- Standard and commonly used type face such as Arial should be used.
- All figures, graphs and tables must be numbered.
- Material taken from external sources must be properly refereed and cited within the text using **Harvard standard**
- Do not use Wikipedia as a reference.
- Word limit must be strictly followed.

3. Plagiarism and Collusion

Any act of plagiarism or collusion will be seriously dealt with according to the College regulations. In this context the definition and scope of plagiarism and collusion are presented below:

Plagiarism is presenting somebody else's work as your own. It includes copying information directly from the Web or books without referencing the material; submitting joint coursework as an individual effort.

Collusion is copying another student's coursework; stealing coursework from another student and submitting it as your own work.

Suspected plagiarism or collusion will be investigated and if found to have occurred will be dealt with according to the college procedure. (For details on Plagiarism & Collusion please see the student hand book)

4. Submission

- a. Initial submission of coursework to the tutors is compulsory in each unit of the course.
- b. Student must check their assignments on **ICON VLE** with plagiarism **software Turnitin** to make sure the similarity index for their assignment stays within the College approved level. A student can check the similarity index of their assignment three times in the **Draft Assignment submission point** located in the home page of the ICON VLE.
- c. All Final coursework must be submitted to the **Final submission point** into the unit (**not to the Tutor**). A student would be allowed to **submit only once** and that is the final submission.
- d. Any computer files generated such as program code (software), graphic files that form part of the coursework must be submitted as an attachment to the assignment with all documentation.
- e. Any portfolio for a unit must be submitted as a hardcopy to examination office.
- f. The student must attach a tutor's comment in between the cover page and the answer in the case of Resubmission.

5. Good practice

- a. Make backup of your work in different media (hard disk, memory stick etc.) to avoid distress for loss or damage of your original copy.

6. Extension and Late Submission

- a. If you need an extension for a valid reason, you must request one using an Exceptional Extenuating Circumstances (EEC) form available from the College examination office and ICON VLE. Please note that the lecturers do not have the authority to extend the coursework deadlines and therefore do not ask them to award a coursework extension. The completed form must be accompanied by evidence such as a medical certificate in the event of you being sick.
- b. Late submission will be accepted and marked according to the college procedure. It is noted that late submission may not be graded for Merit and Distinction.
- c. All Late coursework must be submitted to the **Late submission point** into the unit (**not to the Tutor**). A student would be allowed to **submit only once** and that is the final submission.

7. Submission deadlines: as above (page 1)

Submit to: Online to the ICON VLE only