

Marketing Management in Hospitality – Formative Assessment

The presentation will be in the usual classroom on **Week 5**. Before that, group PowerPoint slides must submit on E-learning on **Week5**

Choose an existing hotel of your own choice. Assume the role of the marketing team.

- (1) Work in groups of **4 or 5 students**. All students must participate in the presentation, but not necessarily all speaking e.g. one student could operate the presentation.
- (2) The overall aim is to describe and justify a logical future marketing plan for a hotel. The plan can be domestic or international.
- (3) Your group presentation should be in 4 parts:
 - Brief description of the hotel
 - Context analysis
 - Marketing objectives
 - Task allocation
- (4) Presentations should last for 20 minutes, followed by 5 minutes of questions.
- (5) The groups will present on **Week 5** Presentations take place in normal class time. Otherwise, they will be arranged at a mutually convenient time.
- (6) The marking scheme below, showing the allocation of marks for the presentations, may be useful. The **Mark of each student is based on the mark of group presentation and the task allocation of the group.**

Marking Criteria for Presentation

Presentation skills/timing	20%
Brief description of the hotel	10%
Context Analysis	40%
Marketing Objectives (SMART)	30%
Total	100%