

# [Marketing strategies task](https://assignbuster.com/marketing-strategies-task/)

[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

To achieve the criteria the evidence must show that the learner Is able to: Task no. Evidence Describe principles and strategies of marketing used n hospitality businesses Booklet Describe constraints which affect marketing strategies inhospitality businesses Explain how constraints affect marketing strategies in hospitality businesses 2 Analyses the importance of constraints on the marketing principles and strategies used in hospitality businesses Learner declaration I certify that the work submitted for this assignment is my own.

I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice. Learner signature: Assignment brief Date: Pearson BITE Level 3 Subsidiary Diploma in Hospitality Unit 18 Marketing for the Hospitality Industry Mrs. P Leslies 20/04/1 5 7/05/1 5 Purpose of this assignment Scenario Your teacher has asked you to produce a revision booklet for her yearly/11 students who are doing Marketing as part of their level 2 qualification.

The Chartered Institute of Marketing says that Marketing is " the management process responsible for identifying, anticipating and satisfying consumer requirements profitably' Ensure that you explain all your key terms in your booklet, as your audience is mainly 14-16. You need to describe in suitable language principles and strategies that are used in coal hospitality businesses (30-mile radius).

Refer to as many examples as you see fit (a minimum of 3 is desirable) Remember to include Needs and Wants USPS Disposable Income Brand Awareness Niche Marketing Mass Marketing Explain what constraints there may be on these Marketing Strategies and Principles. ; potential budgets ; skilled personnel ; timing of campaigns ; competition. Task 1 b) To achieve a Merit grade, you are required to explain how constraints affect marketing strategies and explain the relationship between the constraints that apply to different businesses and their marketing decisions.