

Marketing strategies task

[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 in hospitality businesses Booklet Describe constraints which affect marketing strategies in hospitality 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 Leslie 20/04/15 7/05/15

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.