

Class ID: Enrolment Key: Turnitin Deadline:

Assignment Submission Form

To be filled in by student

Student's name	
Intake/Class (Please circle)	HDAF 01 HDBM 07-10
Module/ Unit Assignment Ref (if any)	Marketing
Lecturer's Name	Mr. Augustine Png
Due Date	31 Aug 2020
Date Submitted	

DECLARATION

I/We have read and understood the University Academic Integrity Framework and declare that this assignment is my/our group's own work and does not involve:

1. Plagiarism
2. Copying
3. Collusion
4. Submitting false evidence of knowledge
5. Commissioning
6. Fabricating references/sources
7. Publication of data
8. Incorporating material previously submitted
9. Unethical research

Admin staff use only

Student signature		Received by:	
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RECEIPT

To be filled in by student

Admin staff use only

Student's name		Acknowledge receipt by:
Intake/ Class		
Module/ Unit		
Date Submitted		

ASSESSMENT COVER SHEET
Student Name: _____

Intake / Class: HDAF 01 HDBM 07-10 _____

Unit Title: Marketing _____

Date Due: 31 Aug 2020 _____

Assessor(s): Augustine Png _____

Moderator: _____

Assessor's decision and comment on this assessment

Criteria		Marks	Remarks by assessor
Assessment of Learning Outcome (70 marks)			
1. Concept of marketing and the marketing process		/15	
2. Concepts of market segmentation, positioning and targeting		/15	
3. Marketing mix and extended marketing mix		/30	
4. Applying the marketing mix to an identified market segment		/10	
Critical thinking & analytical skills (15 marks)			
Reading & thinking	Critically appraise the theory and literature from a variety of sources, developing own ideas in the process.	/5	
Evaluation	Good clear evidence of evaluation carried out within the work.	/5	
Critical thought	Clear evidence of application of theory and critical analysis.	/5	
Presentation skills (15 marks)			
Written Expression	Thoughts and ideas clearly expressed. Grammar and spelling accurate and language fluent.	/5	
Structure & Presentation	Appropriate format and structure supported with clear presentation.	/5	
Referencing	Referencing relevant and accurately using the Harvard System.	/5	
Overall Marks			
Overall Comments by Assessor (if any): 			
Assessed and graded by:		Date:	

NOTES TO STUDENTS

Please pay particular attention to the deadline and the instructions given with the assignment:

A. Submission

1. Your assignment should be word processed with the main content of **3,000** words in your assignment. You should state the **Word Count** at the end of the report with the *attachment of List of Reference* by using Harvard Referencing System.
2. Remember to keep an electronic or paper copy for yourself as you may be asked to reproduce in case of whatever goes wrong subsequently.
3. Submission of the assignment after the stipulated deadline is subject to the approval of the academic department. A serious adverse circumstance will need to be submitted with valid supporting documents. (See your Student Handbook for details)

B. Preparation

1. Ensure that you give yourself enough time to complete the assignment by the deadline and take responsibility in managing your own time effectively.
2. Students **MUST** adhere to the various deadlines determined by your lecturers to show progress updates on your assignment.
3. If you are unable to show your assignment progress and/or submit your assignment on time with valid reasons such as illness, you may apply (in writing) and send a formal email for an extension.
4. Take great care that if you use other people's work or ideas in your assignment, you have to properly reference them, using the Harvard Referencing System, in your text and any bibliography.

C. Plagiarism

1. Students are required to submit their assignment papers to Turnitin for plagiarism and originality checking.
2. If you are caught plagiarising, you could have your grade reduced to a Fail or redo grade, or at worst, you could be excluded from the course.

D. Collusion

1. Two assignment that are found to be exactly the same will immediately be subjected to a Fail grade.
2. As such, learners are advised not to pass a copy of your assignment to a friend/classmate upon completion to avoid collusion/plagiarism.

HDAF HDBM Assignment – Marketing

LEARNING OUTCOMES:

1. Explain the concept of marketing and the marketing process
2. Analyse the concepts of segmentation, positioning, targeting and marketing environment
3. Evaluate the components of the marketing mix and the extended marketing mix
4. Apply the marketing mix to an identified market segment

Total marks : 70 marks

You have been hired as the Marketing Manager of [a hotel in Singapore of your choice]. Your Chief Executive Officer (CEO) has directed you to conduct a training workshop for your staff to provide them employees with the knowledge and skills relating to the key concepts and functions of marketing in the hospitality industry. Prior to the training workshop, your task is to prepare and submit a report to your CEO that covers the following areas:

Task 1 (Learning outcome 1)

- 1 Explain the term “marketing” and discuss the pros and cons of adopting a marketing orientation for your hotel. [15 marks]

Task 2 (Learning outcome 2)

- 2.1 Elaborate on the key macro and micro environment factors that could affect marketing decisions at your hotel. [10 marks]
- 2.2 Explain the concept of market segmentation and its benefits for your hotel.[5 marks]

Task 3 (Learning outcome 3)

3.1 Cost plus pricing and perceived value pricing are two common pricing strategies. Describe these two pricing strategies. Which one would you recommend to the management of your hotel and why? [10 marks]

3.2 Illustrate how promotional activities for your hotel can be integrated to achieve its marketing objectives. [10 marks]

3.3 Analyse the importance of the following in the marketing of your hotel:

- a. Process
- b. People
- c. Physical evidence

[10 marks]

Task 4 (Learning outcome 4)

4 It has been said that the marketing mix is segment-specific and each market segment would need its own marketing. Explain how the marketing mix can be adapted for two different customer segments for your hotel. [10 marks]

- End of Assignment –