**Unit 3 Assignment 1 Task 2 Slide Guide**

**Task 2 – How two different Travel and Tourism organisations approach marketing?**

* To achieve a **pass**, you should explain how marketing activity is conducted differently by two travel and tourism organisations to achieve organisational objectives, taking into account internal and external factors. You should also explain how marketing activities contribute to the growth and customer relationships of two travel and tourism organisations.
* To achieve a **merit**, you should analyse the different approaches to marketing activities by two travel and tourism organisations to achieve organisational objectives, taking into account internal and external factors.
* To achieve a **distinction**, you should evaluate the potential impacts of the different approaches to marketing activities used by two travel and tourism organisations to achieve organisational success, taking into account internal and external factors, and justifying recommendations for improvements.

Use the documents that you have been given on both organisations and conduct further research to help you analyse and evaluate their different approaches to marketing. You must show evidence of further research if you want to achieve the higher grades. Create your slides, and snip them onto a word document where you will then explain/analyse/evaluate the information found underneath each slide. Use the exemplar given to you to help you with content and layout structure.

Slide 1

**Header slide with name of presentation and your name**

Slide 2

**Marketing in Different Organisations**

Explanation of your presentation and what organisations you are going to be focusing on

Slide 3

**About Premier Inn**

History and overview of the organisation (Type of business, ownership, offices, employee’s, products and services on offer), target market and who they market their products to (distribution channels as well as direct marketing)

Slide 4

**Premier Inn Business Objectives**

Mission statement, organisational aims and objectives.

Slide 5

**About Travellanda**

History and overview of the organisation (Type of business, ownership, employees, offices, products and services on offer), target market and who they market their products to (distribution channels as well as direct marketing)

Slide 6

**Travellanda Business Objectives**

Mission statement, organisational aims and objectives.

Slide 7

**How Premier Inn uses marketing to meet business objectives / impacts on organisational success**

What marketing strategies do they use to enable them to meet their business objectives? What impact does each of these have on the business’s overall success? Developing clearer links between marketing and an organisation’s aims and objectives, e.g. to develop a budget/premium brand, attract a different demographic; development of a brand and brand extensions, e.g. niche markets, relationship to product life cycles where a brand is rejuvenated after moving towards decline; increase in profits, e.g. leading to greater budget for marketing activities, larger dividends to shareholders

Slide 8

**How Travellanda uses marketing to meet business objectives / impacts on organisational success**

What marketing strategies do they use to enable them to meet their business objectives? What impact does each of these have on the business’s overall success? Developing clearer links between marketing and an organisation’s aims and objectives, e.g. to develop a budget/premium brand, attract a different demographic; development of a brand and brand extensions, e.g. niche markets, relationship to product life cycles where a brand is rejuvenated after moving towards decline; increase in profits, e.g. leading to greater budget for marketing activities, larger dividends to shareholders

Slide 9

**Premier Inn – How external factors affect its B2C marketing**

The economic environment, Competitor activity, Market size and growth, Changes in technology, Social and political changes

Slide 10

**Travellanda – How external factors affect its B2B marketing**

The economic environment, Competitor activity, Market size and growth, Changes in technology, Social and political changes

Slide 11

**Premier Inn – How internal factors affect its B2C marketing**

Corporate objectives, Financial position of the company, Human resources, Organisational issues, corporate culture

Slide 12

**Travellanda – How internal factors affect its B2B marketing**

Corporate objectives, Financial position of the company, Human resources, Organisational issues, corporate culture

Slide 13

**Premier Inn Marketing – Impacts/potential impacts on growth and customer relationships & organisational success**

Potential impact on customers: attracting new business, e.g. different target markets, either domestically or

internationally or both, gaining customers from a competitor; retaining customers/repeat business, e.g. increasing current customer spend by encouraging more premium business or extra product purchase; building and retaining customer loyalty, e.g. collecting points on an incentive scheme, strengthening the organisation’s brand; building on CRM techniques; Globalisation, including changes in the competitive environment, adaptation of marketing activity for different markets in travel and tourism

Slide 14

**Travellanda Marketing – Impacts/potential impacts on growth and customer relationships & organisational success**

Potential impact on customers: attracting new business, e.g. different target markets, either domestically or

internationally or both, gaining customers from a competitor; retaining customers/repeat business, e.g. increasing current customer spend by encouraging more premium business or extra product purchase; building and retaining customer loyalty, e.g. collecting points on an incentive scheme, strengthening the organisation’s brand; building on CRM techniques; Globalisation, including changes in the competitive environment, adaptation of marketing activity for different markets in travel and tourism

Slide 15

**Premier Inn Marketing – Recommended B2C marketing improvements**

Are there any other marketing approaches the organisation could use to help them meet their business aims and objectives? Do some competitor analysis, what do they do that the organisation do not use, is it effective?

Slide 16

**Travellanda Marketing – Recommended B2B marketing improvements**

Are there any other marketing approaches the organisation could use to help them meet their business aims and objectives? Do some competitor analysis, what do they do that the organisation do not use, is it effective?

Slide 17

**Bibliography – give full references using** [**https://www.citethisforme.com/harvard/source-type**](https://www.citethisforme.com/harvard/source-type)