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**Royal Docks School of Business and Law**

**Institute of Hospitality and Tourism**

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| **TM4013 Service and Experience Marketing**  **Academic Year *2019/20*** |
| **Assessment Guide:**  **Individual Report** |
| **Term 2 (Spring 2020 – w/c 20/1 to w/c 6/4)** |
| **Module Leader**  **Henrik Linden**  **h.linden@uel.ac.uk**  **Room: DL3.30**  **Office hours during term time: Monday 12:00-2:00pm and Thursday 1:00-3:00pm** |

**Assessment**

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| **Individual report – 3,000 words** |
| **Deadline: 9 April 2020** |

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# Introduction

This assignment is individual work.

**Weighting:** 100% of the total module mark

**Word count:** 3,000 words

**Submission deadline: 9 April 2020**

**Submission procedure:** The assignment must be submitted electronically via Turnitin.

This assignment allows you to explore the marketing practices of a company/ organisation/ event/ attraction/ leisure experience of your choice. It also involves a creative element, as you are required to propose a new promotional idea.

### Learning outcomes assessed by this assignment

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| --- | --- |
| **LO1** | Demonstrate an understanding of the various components of the marketing communications mix, and how these can be applied to services and experiences (SID, CID, COI) |
| **LO2** | Critically comprehend the complexity and diversity of service and experience products and characteristics (SID, CID, COI) |
| **LO3** | Demonstrate the ability to understand the mechanisms surrounding authentic marketing and brand management in hospitality, events and tourism (SID, CID, IC, COI) |
| **LO4** | Demonstrate the ability to formulate persuasive ideas and strategic content to enhance the market position of a service product (SID, CID, IC, DP, COI) |
| **LO5** | Demonstrate written communication skills and study skills in preparation for future study and employment (EID, SID, DP, COI) |

# Details of the assignment task

Within the tourism, events and hospitality sectors, select a company/ organisation/ event/ attraction /experience. For your chosen case you need to:

1. Identify and explain the service they provide including the service elements.
2. Identify and explain their target market(s) using segmentation principles.
3. Select and explain at least one (1) way in which they promote themselves – and evaluate whether the promotion tool works well to reach the target market(s).
4. Propose an idea for a new promotional strategy or campaign – the strategy or campaign needs to incorporate key elements from the marketing communications mix, and it needs to be in line with the values of the organisation and its existing and/or desired customers/audience.

# Assignment instructions

### Structure

This assignment must be presented in report format. You must include a title page, an executive summary, a table of contents and a reference list.

### Presentation

Your work should be word processed in accordance with the following:

* The title page should contain a suitable title for your report, the module code and name, your student number and the submission deadline. (If you are submitting late please also note if you have applied for or will be applying for extenuation.)
* The executive summary (which is the same as an abstract) should be a condensed version of your report, and should not exceed 200 words.
* Include a table of contents that shows on which page each section starts.
* Include your reference list (at the end).
* Use appropriate headings and number them consecutively (except executive summary, table of contents and reference list – these should not be numbered).
* Font style: Any “normal” style (such as Times New Roman, Arial or Calibri); font size: 11 or 12
* Line spacing: 1.5.
* The page orientation should be “portrait”
* Pages should be numbered.
* Your student number should be included on every page.
* Your name must not appear on the script.

# Assessment criteria

### Specific marking criteria for this assignment

|  |  |
| --- | --- |
| **Introduction and target markets**  Have you chosen an appropriate case? Have you clearly explained the company/ organisation/ event/ attraction /experience and the product/service/experience they provide? Have you identified different service elements as discussed in class? Have you identified and explained the target market(s)? Have you determined the target markets based on the criteria presented in class? Have you used appropriate literature to define the target market(s)? | 20 marks |
| **Evaluation of promotion**  Have you clearly identified at least one (1) way in which your chosen company/ organisation/ event/ attraction/ experience promotes themselves? Have you clearly evaluated and discussed if this/these is/are suitable for the target market(s) you have identified? Have you used appropriate literature to explain and evaluate the promotional tools? | 20 marks |
| **Promotional idea**  Have you proposed an idea for a new promotional strategy or campaign? Have you incorporated key elements from the marketing communications mix, and is your idea in line with the values of the organisation and its existing and/or desired customers/audience? Is there a clear idea of what the campaign or strategy is meant to achieve? | 40 marks |
| **Presentation and support through relevant literature**  Have you used relevant sources (e.g. journal articles, books, etc.) to back up your arguments? Have you used a range of reliable sources? Have you used appropriate citations throughout the text? Have you correctly applied *Cite Them Right* for your citations and reference list?  Have you formatted the assessment according to the guidelines given? Have you provided an appropriate title and appropriate headings? Is the assignment well written? Does the report follow a clear structure? Have you included your executive summary, table of contents and reference list? | 20 marks |
| **TOTAL** | 100 marks |

### General undergraduate grading criteria used to assess work

In addition to the specific marking criteria for this assignment, general guidelines apply for the expected standard at different levels of study. The following grading standards generally apply to our undergraduate programmes:

| ***Grade*** | ***Level 3*** | ***Level 4*** | ***Level 5*** | ***Level 6*** |
| --- | --- | --- | --- | --- |
| ***First***  ***(70% or above)*** | Clear analysis and justification supporting a well argued response to the given question. An effort to accurately and rigorously reference the source material. Accurate and fluent language. | Thorough understanding of relevant ideas. Clear and well referenced argument. Coherent structure. | Ideas critically analysed. Argument is clear, succinct and well supported. Evidence of a wide range of reading and some independent thought. | Critical work evidencing excellent synthesis and application of ideas. Work is exceptionally well constructed and presented. |
| ***Upper Second***  ***(60-69%)*** | Some appropriate analysis evident and there is an attempt to justify the answer to the given question. Good referencing throughout, or technique is faultless. Accurate language. | Sound understanding. Well written and relevant argument. Appropriately referenced. | Critical consideration of relevant ideas. Arguments are precisely defined and appropriately referenced. The work is structurally sound and well written. | Ideas are critically applied and coherently presented. Evidence of wide reading and some originality. Well referenced |
| ***Lower Second***  ***(50-59%)*** | There is an attempt to analyse material in the development of a coherent answer to the given question. Adequate referencing. Only minor errors in language. | Evidence of understanding and independent reading. Adequate referencing, but some unsubstantiated material. Weaknesses in spelling, structure & grammar. | Reasonable understanding of the relevant concepts, but some inconsistencies in application. Arguments are referenced, but disjointed. Poor structure, spelling or grammar. | Clear grasp of concepts and some critical application. Appropriately referenced and relevant argument. Reasonable structure and syntax. Well presented |
| ***Third***  ***(40-49%)*** | The work contains content that demonstrates understanding of the given question, with an attempt to structure a coherent answer. There is an attempt to reference work appropriately. The majority of the work can be understood. | Indication of some understanding, but poor application of ideas. Minimal referencing. Generally weak structure. | Generally descriptive work with limited evidence of a critical consideration of ideas. Inadequate referencing. Weaknesses in structure, spelling and grammar. | Evidence of good understanding of issues, but crudely applied. Work indicates some critical thinking, but tends towards description. Argument may be unbalanced. Poor structure and presentation |
| ***Fail***  ***(below 40%)*** | The student does not address the given question or the work is unfocused but includes some material relevant to the question. No reference to source material. Large portions of work cannot be understood | Irrelevant or poorly analysed material. Indication of weak grasp of concepts. Inadequate structure. Poor grammar and spelling. | Uncritical. Poorly referenced. Argument indicates little use of relevant literature. Chaotic structure and generally badly written. | Poorly referenced and suggests inadequate exploration of relevant literature. Chaotic structure and generally badly written. |

# Skills advice

### General advice

Please make sure that you have conformed to academic conventions. You may find our study support and skills materials useful: <https://uelac.sharepoint.com/LibraryandLearningServices/Pages/Study-Support.aspx>

### Referencing

As a student, you will be taught how to write correctly referenced essays using UEL's standard Harvard referencing system from Cite Them Right. Cite Them Right is the standard Harvard referencing style at UEL for all Schools apart from the School of Psychology which uses the APA system.

The electronic version of *Cite Them Right: The Essential Referencing Guide* (10th edition), can be accessed whilst on or off campus via UEL the link below and will teach you all you need to know about Harvard referencing, plagiarism and collusion. The book can only be read online and no part of it can be printed nor downloaded.

Further information is available at:

*Cite Them Right*:<http://www.citethemrightonline.com/>

If you are accessing off campus:

• Click Login

• Select University of East London from the list of institutions

• Click Log In at University of East London

• Enter your UEL email address and password

Harvard referencing:

<https://uelac.sharepoint.com/LibraryandLearningServices/Pages/Harvard-Referencing-.aspx>

Academic Integrity:

<https://uelac.sharepoint.com/LibraryandLearningServices/Pages/Academic-integrity.aspx>

# Word count

Your word count should not include your executive summary, table of contents and reference list. You should provide your word count on the front sheet. Exceeding the word count by more than 10% will result in a penalty of 10% of your marks for your work. If your work is significantly shorter, then you will probably have failed to provide the level of detail required.

# Submission

### Submission policy for work submitted to Turnitin

Notice is hereby given that all submissions for this Module must be submitted to Turnitin. If you fail to submit your work to Turnitin, in accordance with the guidance provided on the Virtual Learning Environment (Moodle), a mark of 0 will be awarded.

### Submitting Assessments Using Turnitin

Turnitin is required for coursework assessments, such as report/research papers or projects in Microsoft Word, PowerPoint, and in PDF format. There are two main reasons we want you to use Turnitin:

* Turnitin can help you avoid academic breaches and plagiarism. When you use Turnitin ***before*** a submission deadline, you can use the Originality Report feature to compare your work to thousands of other sources (like websites, Wikipedia, and even other student papers). Anything in your work that identically matches another source is highlighted for you to see. When you use this feature ***before the deadline,*** you will have time to revise your work to avoid an instance of academic breach/plagiarism.
* Turnitin saves paper. When using Turnitin to electronically submit your work, you will almost never have to submit a paper copy.

### Late submissions

UEL has permitted students to be able to submit their coursework up to 24 hours after the deadline. Assessments that are submitted up to 24 hours late are still marked, but with a 5% deduction. However, you have to be very careful when you are submitting your assessment. If you submit your work twice, once using the original deadline link and then again using the late submission link on Turnitin, your assignment will be graded as late with the 5% deduction. Further information is available in the Assessment & Feedback Policy at

[***https://www.uel.ac.uk/Discover/Governance/Policies-Regulations-Corporate-documents/Student-Policies***](https://www.uel.ac.uk/Discover/Governance/Policies-Regulations-Corporate-documents/Student-Policies) (click on other policies)

### Turnitin System Failure

Best advice: Don’t wait until the last minute to submit your assessments electronically. If you experience a problem submitting your work with Turnitin, you should notify your lecturer/tutor by email immediately. However, deadlines are not extended unless there is a significant systems problem with Turnitin. UEL has specific plans in place to address these issues. If UEL finds that the issue with the system was significant, **you will receive an email notifying you of the issue and that you have been given a 24 hour extension**. **If you don’t receive any email that specifically states you have been given an extension, then the original deadline has not been changed.**

# Extenuating circumstances

Extenuating Circumstances are circumstances which:

* impair your examination performance in assessment or reassessment, or
* prevent you from attending for assessment or reassessment, or
* prevent you from submitting assessed or reassessed work by the scheduled date

If you need to apply for extenuating circumstances please find the relevant information at: <https://www.uelunion.org/advice/academic/extenuation/>

# Feedback and return of marked work

Feedback will be provided in the following ways:

* Class discussions on related topics will allow you to reflect on and revise the content of your work before submission.
* You are always welcome to clarify any aspects that are unclear. However, we will not have much time to read drafts.
* Submission of the written assignment via Turnitin allows you to check your originality report to avoid plagiarism.
* After the assessments have been marked, general feedback for each assessment will be posted on Moodle.
* Individual feedback on your written assignment will be available through Turnitin, together with your mark for the assignment. Individual marks and feedback will be released within four working weeks of the submission deadline.

# Reassessment information

You will need to retake this assignment if the following occur during the semester:

* You fail to achieve 40% or more for this assignment.

You will be expected to submit a new or improved version of your original work for your second attempt. The deadline for the reassessment task will be communicated well before the due date.