| **Module code and title:** | MGBBT0UCT –  Understanding Customers | **Module leader:** | Hamza Javaid |
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| **Assignment No. and type:** | Presentation: 5 min | **Assessment weighting:** | 50% |
| **Submission time and date:** | By: **2pm Week 5 (starting 12th Aug 2022)** Will vary with groups during the week | **Target feedback time and date:** | 3 weeks from final submission |

| **Assignment task** |
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| **Create a presentation on how businesses (within the Tourism sector) promote themselves using Social Media Platforms. You can cover one or multiple businesses (from hospitality, travel, or leisure sectors) for this presentation.**  Considerations: *Businesses use digital platforms for marketing these days like Instagram, Snapchat, TikTok, YouTube, Twitter, Vlogs, and Influencers. Try to cover businesses that use either of these digital platforms to reach out to their customers.* |
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| **This assignment has provided you with an opportunity to show your achievement of the following module learning outcomes:** |
| 1. Identify factors that influence consumer behaviour in different businesses and marketing contexts, including tourism. |
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| **Task requirements** |
| **OVERVIEW**  This assessment will encourage students to cover areas that are significant to understanding customers, especially in the sector of Digital Marketing within the tourism industry.  **DESCRIPTION OF THE TASK – WHAT YOU ARE BEING ASKED TO DO?**  ***The group is required to make a presentation of 10 minutes’ length that informs the audience how tourism businesses are adopting ‘smart ideas’ within marketing to attract customers.***  **Presentation (approximately 4 or 5 students in a group) 50%**  The presentation topic is ‘Ways to attract Customers using Digital Marketing’.  Using relevant theories, the presentation will need to identify, using real business examples, the factors that have affected and are still affecting consumer behaviour that is causing the drive for Digital Marketing.  **Important information for the group presentation**   * Ensure the presentation has all the names and IDs of all the members * Only one person in the group will make summative submission on the Moodle on behalf of all the group members. However, each member needs to upload a cover page provided on the Moodle * Feedback will be given to all members by their individual names on the Moodle * Provide a task distribution sheet for each member in the same document   **See attached grid for grade descriptors at the bottom.** |
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| **Document requirements** |
| Please use documents provided in the Moodle for completing of this assessment. It is important you follow the guidelines. |
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| **How your work will be assessed** |
| Your work will be assessed on the extent to which it shows your achievement of the stated learning outcome for this assessment (see above) and against other key criteria, as defined in the University’s institutional grading descriptors. If it is appropriate to the format of your assignment and your subject area, a proportion of your marks will also depend upon your use of academic referencing conventions.  This assignment will be marked according to the grading descriptors for Level 0 |
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| Submission details |
| This assessment should be submitted electronically via Moodle (module tutors will discuss this process with you during class time).   * You can submit your work as many times as you like before the submission date. If you submit your work more than once, your earlier submission will be replaced by the most recent version. * Once you have submitted your work, you will receive a digital receipt as proof of submission, which will be sent to your forwarded e-mail address (provided you have set this up). Please keep this receipt for future reference, along with the original electronic copy of your assignment. * You are reminded of the University’s regulations on academic misconduct, which can be viewed on the University website: Academic Misconduct Policy. In submitting your assignment, you acknowledge that you have read and understood these regulations. |
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| **Submission date and time** |
| This assessment should be submitted to Moodle **before 2pm on week 5, 12th August 2022.**  You should submit all work for summative assessments by the above deadline. The five percent penalty per day will be applied to the work submitted up to seven working days after the deadline, after which a mark of zero will be recorded. The five percent penalty will be five percent of eligible mark.  For more information, please refer to: Student Handbook on Moodle.  Feedback and marks for this assignment will be available in three weeks from the deadline. |

**Assessment Guidance**

This Assignment Guide should be used in conjunction with the Assignment Brief. To succeed, you must address each part of the Assignment Brief and satisfy all the learning outcomes.

**General Notes:**

Group oral presentation – The group will present the presentation in class, with tutor-led support and a time plan. The tutor should mark the student at the same time in the day.

Presentation template style is for the group to decide. Show your creativity, however, as the maximum time is 10 minutes, the tutor is not expecting more than ten slides.

**Cover page: include the following**

Student ID (Leader or Group Member) – Mention all member’s ID

Module Name: Understanding Customers

Academic Year Group: 2022

Lecturer Name:

**The presentation needs to include:**

* **Introduction** - that highlights the rise in the use of social media platforms within the industry.
  1. Use both direct and indirect citations to support this slide.
  2. The introduction should take up the shortest amount of time when presenting.
* **Marketing theories** that focus on the use of Digital Marketing.
  1. Be sure to include theories that demonstrate both the positive and negative aspects of Future trends in Consumer Behavior.
  2. Link what platforms business use to the theories and demonstrate how they use them with secondary research to provide evidence of what you are claiming in the presentation.
* **Future trends** that businesses are likely to adopt within this field of marketing within the industry.
  1. Recent specialist marketing journal articles will be an excellent source of research and evidence to help you present this section of the presentation effectively.
  2. All future trends you are suggesting must be based on research that can link the future of Digital Marketing to the future of consumer trends within the industry.
* **Reference slide.**
  1. All sources used within your presentation must be on both the reference slide – which needs to list the full Harvard Reference and on the actual slide where the research is using author and date.
  2. You do not need to discuss this slide just show it at the end of the presentation.
* T**eam Task Slide**
  1. The final slide needs to be a table of which members of your team worked on which elements of the presentation.
  2. This slide does not need to be discussed, only shown at the end of the presentation.

For general recap on using the Microsoft PowerPoint, please refer to the workshop by Academic Skill Support on the Moodle.

https://moodle.globalbanking.ac.uk/course/view.php?id=1676

Good Luck!