

Year 13 revision schedule 2025: Spring Term, post-mocks

Travel & Tourism

Coursework

Unit 3: Marketing

	Deadline April 2025	Week beg: 20 January Task 1: Your first task is to produce a written report that: a) Explains and analyses the different ways in which effective marketing and customer service can work together in travel and tourism organisations to persuade customers to make a purchase whilst making sure that their needs are met. You should use appropriate industry examples to show your understanding, draw conclusions and make evaluative judgements on the relationship between effective marketing and customer service in influencing customer decisions and meeting customer needs.	Week beg: 27 January Task 1: Written report b) Explains and analyses what can happen to customers and to travel and tourism organisations when effective and ineffective marketing mix strategies are used. Your report should cover each of the 4Ps (Product, Price, Promotion and Place) and will give a clear insight into both the potential positive impacts of a well-planned marketing mix and the potential negative impacts of a poorly considered marketing mix on organisations and customers.	Week beg: 03 February Task 1: Presentation a) Identify the organisational objectives b) Explain how marketing activity is carried out to ensure that stated organisational objectives are achieved, taking into account internal and external factors c) Explain how the implemented marketing activities positively contribute to growth and customer relationships of the two organisations

		Week beg: 10 February	February Half-Term Week beg: 17 February Task 1: d) Analyse the different approaches to marketing used by the two organisations to achieve organisational objectives, evaluating how organisational success may be impacted by current approaches to marketing activities. You should consider the relevance of internal and external factors and provide justified recommendations for improvements to future marketing activities. You may use examples of marketing activities used by other organisations to support your case.	Week beg: 24 February • Task 1: • Written report • Market research • Select and identify either a real travel and tourism organisation or a tourist destination • Carry out secondary and primary market research, interpreting information and analysing data to identify a new travel and tourism product or service to add to an existing portfolio. • Justify the data obtained from primary and secondary market research
		Week beg: 03 March Task 1: a) You will produce a comprehensive written promotional campaign	Week beg: 10 March Task 1: a) You will produce a comprehensive written promotional campaign	Week beg: 17 March Task 1: a) You will produce a comprehensive written promotional campaign Visitor attractions