



Course and Stage: BB (Hons) in Culinary Arts Management, Year 4

Lecturer: Ulrich Hoeche ulrich.hoeche@gmit.ie

Subject: Marketing Communications

Assessment: 1 of 1

Assessment Title: Integrated Marketing Communications Plan

Students are required to prepare an Integrated **Marketing Communications Plan** in establishing their product name and brand in support of the module 'Food Product Development'. The report and presentation should:

- introduce the conceptualisation of the idea,
- analysis the marketing environment in which the product will operate, acknowledging competition, and existing products from a communication perspective,
- describe the customer profile through segmentation and targeting based on the evidence from the environment,
- design an appropriate logo reflective of the key elements of brand components of the product, and the marketing mix,
- outline marketing and communication Objectives,
- investigate use of communication tools outlined in an integrated marketing communications plan,
- develop and provide the necessary promotional material, press release, promotional video and poster
- identify suitable sponsorship,
- demonstrate achievement of online presence,

Word count:	7,000 min	Weighting:	Written Report	50% p.2
			Presentation:	10% p.3
			Total CA:	60%

Due date: Wednesday April 18th, 2018 @ 2pm.

Assessment Submission: Uploaded via Moodle and Turn-it-in.
A hard copy to be handed up to Ulrich Hoeche at start of class (all students present to sign it in)

Learning outcomes addressed and assessed in this Assessment

- 1) Describe marketing communications and its relationships to other elements of the marketing mix.
- 2) Evaluate the use of various marketing communications tools as part of an integrated marketing plan.
- 3) Design an integrated marketing communication plan.

Assessment Guidelines

- List of student name(s) with student ID's and the name of the product 'idea' to be submitted by January **23rd** 2018.
- Group format; as per Food Product Development groupings.
- Submission date **18.04.18**. Late submissions will not be accepted unless supported by a medical certificate. Late submissions will not be marked out of the full marks allocated.
- Order of presentations as per Exhibition date.
- Professional/academic standard expected in content and quality of written report and presentation.
- Regarding presentation (**10% of CA**) please refer to the template overleaf which will reflect Sales Promotion and Personal selling.
- Each group member should contribute the same time to the Exhibition.
- Any result greater than 15% similarity on Turn-it-in must be revised. Evidence of unoriginal work will be harshly penalised. Use the Harvard GMIT guidebook. If not uploaded through Turn-it-in no marks given.
- Use Appendices wisely.

Marking Scheme for Written Report (50%):

Minimum Chapters:	Headings and sub-headings:		Time plan/Target:	Word count:	Marks %:
Chapter 1	Introduction			300	5
Chapter 2	Marketing Environment:	Situation Analysis	Weekending: 28.01.18	1200	15
2.1	Competition/Existing Products: Competitor Communication Analysis				
2.2	Segmentation, Targeting & Positioning: Consumer Communication Analysis	Customer Profiling			
Chapter 3	Branding	Objectives	Weekending: 11.02.18	800	10
3.1	Brand Rational				
3.2	Brand Logo				
Chapter 4	Objectives	Objectives	Weekending: 25.02.18	800	10
4.1	Marketing Objectives				
4.2	Communication Objectives				
Chapter 5	Communication Tools	Strategy	Weekending: 11.03.18	2400	25
5.1	Advertising	Tactics			
5.2	Public Relations	Tactics			
5.3	Promotional Material	Tactics			
5.4	Sponsorship	Tactics			
5.5	Monitoring Chosen Tools	Action/Control			
Chapter 6	Online Marketing Communications	Strategy: Tactics	Weekending: 18.03.18	800	10
Chapter 7	Financial Considerations	ROI	Weekending: 25.03.18	400	5
Chapter 8	Conclusion/Reflection			300	5
	LAYOUT/GRAMMAR/REFERENCING				15
	Total			7000	100

Recommended Reading: *Marketing Communications 6th Edition Offline and Online Integration, Engagement and Analytics*. PR Smith and ZE Zook 2016.

Marketing for Hospitality and Tourism (6th edition) Philip R. Kotler 2013, Prentice Hall.

Marketing Communications: An Irish Perspective, Patricia Medcalf 2004 Gill & Macmillan Ltd.

Marking Scheme for Presentation (10%):

Clear voice	5
Spoke slowly	5
Good eye contact	5
Positive body language	5
Logical flow of information	5
Prepared	5
Ability to deal with questions	5
Use of Visual Aids (not blocking, To include a promotional video for your product)	25
Total	60