ASSIGNMENT SUBMISSION DEADLINES

COURSEWORK SUBMISSION DEADLINE			TASKS	LATE DEADLINE WITH $12 Late Penalty Per Task
Hardcopy To be Submitted January 20	**Unit 38:** Customer Value Management (15)	LO1 P1 P2 P3 M1	**Written Research Report.** *This should be approximately 1,250 – 1,500 words OR 1000 words for P1 only* • **Assemble background information on Ryde South Florida**: location, products, and customers. • **For P1**. Explain and analyse the various components that enable Ryde South Florida to determine and calculate a customer's lifetime value. • **M1** Apply the concept of customer lifetime value and the use of collating customer data within a specific organizational B2C or B2B context	**INDIVIDUAL Hardcopy To be Submitted January 27**
In-Class Round Table Discussion January 16			**Round-table Debate for live broadcast**: For P2 and P3, create and bring note cards to class to debate the topics on the merits of your findings verses the issues proposed by your peers in a round-table debate which will be live on your local television. • **For P2** Explain and justify the benefits of customer lifetime value to an organisation • **P3** Evaluate the factors that influence the customer lifetime value	**INDIVIDUAL In-Class Round Table Discussion January 16**
Hardcopy To be Submitted January 25	**Units 37** Consumer Behaviour and Insight (15)	-	**PART A: Use the template provided to compile anthology of articles and books**. Identify secondary and literary works and Include a summary to show understanding of the topics/subjects: Investigate the different cultural, social, personal and psychological factors that influence consumer behaviour and attitudes within a tourism context Explore how consumer trends are changing due to the impact of digital technology	**INDIVIDUAL Hardcopy To be Submitted February 1**
Hardcopy To be Submitted January 25			**PART B: Write an editorial for publication in a business newspaper.** *The editorial should be approximately 2,000 words. 1,500 if you are not undertaking M1 & D1 for higher grades.* After completing Part-A, identify primary sources and carry out P1 and P2. You may select and interview four (4) participants as part of a primary study. These are individuals who must have travelled as a tourist to South Florida. • Draft Ten (10) relevant questions which will enable you to answer P1 and P2. Use the information collected to: 1) Prepare the editorial which will be discussing your findings (for P1 and P2 tasks) 2) Put together a montage of images to support the article, **Analyse and compare** the findings from both secondary literature and the primary sources to: 3) Analyze how cultural, social, personal and psychological factors that influence consumer behavior and attitudes are changing and driving trends in tourism	**TEAM OF 4 Hardcopy To be Submitted February 1**

COURSEWORK SUBMISSION DEADLINE			TASKS	LATE DEADLINE WITH $12 Late Penalty Per Task

Hardcopy To Be Submitted On January 27	**Units 37** Consumer Behaviour and Insight (15)	LO1 P1 P2 M1	**Business Report** addressed to the Director Of Marketing: For P3, P4 & M2: You are developing a sense for defining and solving problems. *This should be approximately 1,500 words OR 1,250 words if you are not attempting M2.*
			
			P1 Explain and analyse the stages of the consumer decision-making journey for a given product/service
			  • *For P3: consider the customer who buys a complete packaged vacation from Ryde South Florida. Provide the examples of all the tourism services the company offers in the package. Explain and analyse the stages of the consumer decision-making journey and map a path to the purchasing of the same.*
			
			P2 Explain why it is important for marketers to map a path to purchase and understand consumer decision-making:
			  • For P2: being part of the marketing team at RYDE, explain why it important for marketers to map a path to purchase and understand consumer decision-making.
			
			M1: Evaluate how marketers are responding to the decision-making process, applying relevant concepts and models.
				TEAM OF 2 **Hardcopy To Be Submitted On February 3**

Hardcopy To Be Submitted On January 27	**Unit 38:** Customer Value Management (15)	LO2 P4 P5 M2	**Written Research Report**. *This should be approximately 1,500 words OR 1,000 words for P1 only.* **For P4**, Determine and explain the types of market segmentation strategies that can be applied to a customer base (of Ryde South Florida) **For M2**: Critically evaluate various segmentation models in a B2C or B2B context to generate key insights and marketing intelligence for customer value creation (in RyDe south Florida)	**TEAM OF 2** **Hardcopy To Be Submitted On February 3**
			IN-CLASS PAPER. No notes are allowed in the room. **For P5** Evaluate B2C and B2B decision-making models, and demonstrate how opportunities for customer value creation can be applied	**INDIVIDUAL** **In-Class** **Essay Paper** **January 30**
			## See further instructions below	

UNIT 20 | PART A:
For P1, P2, M1 & D1: Template for the anthology of articles and books

TASKS	Title Of The Secondary Materials	RESEARCH FINDINGS *produce a summary of the materials to produce answers to address the task/topics*
P1 Investigate the different cultural, social, personal and psychological factors that influence consumer behaviour and attitudes within a tourism context		
P2 Explore how consumer trends are changing due to the impact of digital technology		
TABLE OF REFERENCES		

FURTHER INSTRUCTIONS FOR CARRYING OUT THE WRITTEN REPORTS AND ESSAYS

Further Instructions: *Create a neatly presented 750-word business document using academic conventions. There should be at least six (6) significant findings from credible sources. You should use Harvard Referencing Style correctly and show good grasp of the English Language through-out the work. Type the work in Microsoft word with font type Arial and font size 11. Double space your work, edit, save as pdf, and upload for marking on or before the deadline shown on the Academic Calendar. You may use www.citethisforme.com to assist with the referencing, and www.grammarly.com for editing. You will also need to do a plagiarism check using a recommended software found at www.grammarly.com or www.duplichecker.com. Save the plagiarism report in a separate document and submit with your work. Your plagiarism scan should not report more than 9% similarity with other work.*

- o *Plagiarism is strictly prohibited. You will be immediately given a fail grade for the unit if the marker finds any information lifted from other sources into your work. To avoid plagiarizing/failing, summarize the information and put it in your own words (paraphrase) and reference the sources everywhere in your work that this information is used.*

- o *If you fail to do a task identified as P- Pass, you will automatically fail the unit.*

- o *If you fail to execute these instructions properly, e.g. for word requirements which can be 10% less than or 10% over the given requirements; and/or missing key information in the work.*

- o *If you submit your work after the deadline has passed, you will automatically fail the unit. Late work will only be considered if your ability to timely submit the work is impacted by natural or man-made disaster, illness, death of close relative, or service-man duty. Special consideration is not automatic, you must use the Extenuating Circumstances Form and provide the evidences to request and support special considerations for the late work.*