

# Colbourne College

## BTEC L5 HND ASSIGNMENT BRIEF PAGE

Unit Number and Title	<b>Unit 8: Marketing in Hospitality</b>
Student ID Number AND Name	
Academic Year	<b>2018</b>
Unit Tutor	
Mode of Study	
Assignment Number & Title	
Issue Date	
Submission Date	

**TERM PAPER DECLARATION:  
STATEMENT OF ORIGINALITY AND AUTHENTICITY**

I confirm that the term paper I am submitting is an original and authentic piece of work written by myself that satisfies academic rules and regulations with respect to Plagiarism. I further confirm that I have fully referenced and acknowledged all material incorporated as secondary resources in accordance with the Harvard System. *Please note that Term paper will not be marked without the inclusion of this signed declaration by the student/s.*

**STUDENT/S SIGNATURE**

**DATED**

### **OFFICIAL USE BELOW: GRADE AND SUMMATIVE REMARKS**

<b>Grade Assigned</b>		
Assessors' Name & Date	<b>MARKER</b>	<b>INTERNAL VERIFIER</b>
Assessor's Summative Feedback		
Assessors' Signature & Date	Marker's	Internal Verifiers's

# **FORUM AND TERM PAPER ASSIGNMENTS**

**Unit 8:** Marketing in Hospitality

**Unit code:** Y/601/1793

**QCF level:** 4

**Credit value:** 15

## **AIM**

This unit introduces learners to the key concepts and functions of marketing as they apply to services industries, including hospitality, travel, tourism, sports, leisure and recreation. The unit will give learners knowledge and understanding of the key factors affecting marketing environments, and investigate the role of marketing in different sectors of relevant service industries.

The unit focuses initially on the concepts of marketing, moving on to the functional and operational aspects of marketing as the unit progresses. Learners will investigate marketing in the context of one of today's competitive service industries.

## **LEARNING OUTCOMES**

**By the end of this unit students will be able to:**

1. Understand the concepts of marketing in a services industry context
2. Understand the role of the marketing mix
3. Be able to use the promotional mix
4. Understand the marketing cycle in a services industry environment.

# ASSIGNMENT INSTRUCTIONS AND RESOURCES

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## TERM PAPER REQUIREMENTS

Assignments are mainly research papers. This means that to carry out the given tasks in the assignment will require extensive search for information in valid materials, critical review of the literature found, and citing all sources in the research report. Information should be drawn from sources e.g. textbooks, eBooks, journal articles, companies' websites, newspapers and professional subject-specific articles and websites.

## ORGANISATION AND SUBMISSION

*The main sections of the research essay are:*

### **Section One | Introduction**

Introduce your theses statement and very briefly define the key terms in your assignment.

### **Section Two | Research Findings**

Provide a numbered list of the main sources that you are citing from with a brief argument from each that directly answer the task that you are undertaking. You will discuss these findings here but in paragraph 3 when you are presenting your argument. The minimum number of sources to be cited are stated in your assignment instructions - be sure to meet that requirement.

### **Section Three | Discussion Of The Research Findings**

Here you will carry out the command in the assignments. That is, use your research findings in paragraph two to now explain, discuss, analyze, compare etc. as the task states. Ensure you know what the command verb wants you to do before you begin writing up the research report. See the direct link to the definitions of the [Command Verbs](#) used in the assignments.

### **Section Four | Conclusion**

Your conclusion is a summary of the key points in your assignment, e.g. the presentation of the outcome or results.

## ORGANISATION OF THE TERM PAPER FOR SUBMITTING:

### **Cover Page | Access A Sample On iTutor**

Complete fully and use the Assignment Brief for the cover.

### **Table of Content (TOC)**

Your Table of Content shows all inclusions in your assignment report by titles and page numbers. Microsoft Word has templates that you can use to produce a neat TOC.

### **Include The Score Sheets | Access Score Sheets For Each Assignment On iTutor**

The score sheets are used to grade your assignment and provide you with the feedback. Print same and include for each assignment submitting.

### **Include Reference Page In Assignments | Reference Page Lists All Sources Cited In-text**

The Reference Page is a list of all sources that you cited in-text. Place the sources in-text in alphabetical order in the reference list. Use [citethisforme.com](http://citethisforme.com) to do your referencing. Remember to select Harvard Referencing before executing the tasks.

## PREPARING AND SUBMITTING THE WORK

- ❖ Number all pages in your work
- ❖ Use headings for each task in the assignment (e.g. AC 1.1 / P1 Task Instructions)
- ❖ Use Font Style: Arial | Use Font Size: 11 | Use Paragraph Spacing: 1.5
- ❖ You must submit one hard copy of the assignment and upload the soft copy on itutor.

### Submitting The Work Online | Upload To iTutor

The work must be sent alongside the receipt for printing. Both MUST be received before the published deadline. Do not send payment before the work to be printed NOR send the work to be printed without payment. If both are not done before the deadline, the work is considered not received.

### Fees for printing and binding

Per Page To Print In JMD: Black: JM\$20                      Color: JM\$30 - \$100                      Binding: JM\$150  
Per Page To Print In US\$: Black: US\$1 per 5 pages      Color: US\$1 per page                      Binding: US\$2  
Where You Pay:                      view the different options at [www.studyaimusa.org](http://www.studyaimusa.org)

## GENERAL RESOURCES TO SUPPORT THE ASSIGNMENT

### ❖ Marketing Management

[http://iaear.weebly.com/uploads/2/6/2/5/26257106/marketing\\_management\\_by\\_philip\\_kotler\\_14th\\_edition\\_compressed2.pdf](http://iaear.weebly.com/uploads/2/6/2/5/26257106/marketing_management_by_philip_kotler_14th_edition_compressed2.pdf)

### ❖ Know the marketing mix (the 4 Ps) of a travel and tourism organisation

LINK: [what-when-how.com/Tutorial/topic-21961bms7c/Travel-and-Tourism-184.html](http://what-when-how.com/Tutorial/topic-21961bms7c/Travel-and-Tourism-184.html)

### ❖ Marketing Mix: A Comparative Analysis of Two Tour Operators in Sabah, Malaysia

LINK: <http://iosrjournals.org/iosr-jbm/papers/Vol18-issue2/Version-3/E018234347.pdf>

### ❖ Understanding the Marketing Mix in Travel and Tourism

LINK: <https://www.etravelweek.com/imported/understanding-marketing-mix-travel-and-tourism>

### ❖ Travel Agency Marketing Plan For Adventure Excursions Unlimited

LINK: [https://www.mplans.com/travel\\_agency\\_marketing\\_plan/executive\\_summary\\_fc.php](https://www.mplans.com/travel_agency_marketing_plan/executive_summary_fc.php)

## GENERAL RESOURCES TO SUPPORT THE ASSIGNMENT

### ❖ Definitions Of Command Verbs Used In The Task

LINK: <http://www.ocr.org.uk/Images/149928-command-verb-definitions.pdf>

### ❖ Main Parts Of An Academic / Research Essay

LINK: <https://langara.ca/departments/history-latin-political-science/pdf/Guidelines%20Main%20parts%20of%20an%20academic%20essay.pdf>

### ❖ List Of Verbs You Can Use When You Are Citing

LINK: <https://www.wildapricot.com/articles/how-to-plan-an-event>

# COURSE CONTENT AND OBJECTIVES

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## LO 1: Explain the role of marketing and how it interrelates with other functional units of an organisation

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### LO 1. Course Content | WEEKS 1, 2, 3, 4 & 5

The role of marketing and how it interrelates with other functional units of an organisation

- **Definitions and the marketing concept:**
  - Definitions of marketing and the nature of marketing.
  - Core concepts: customer needs, wants and demands, product and services markets, value, customer satisfaction/retention, quality, cost/benefits, efficiency/effectiveness, profitability, the growth of consumerism, strategic/tactical marketing, reasons for growth, marketing as a business philosophy, relationship marketing, changing emphasis of marketing
  - The development of the marketing concept, including current and future trends.
  
- **Marketing environment:**
  - Micro environment of the company; stakeholders eg suppliers, intermediaries, owners, financiers, customers, competitors, local residents, pressure groups;
  - Macro environment demographics eg economy, society, ecology, technology, politics, legal, culture;
  - The role of marketing;
  - The structure and operations of marketing departments.
  - The different roles of marketing within both a B2C and B2B context.
  
- **Overview of marketing processes that include analysis, strategic planning, and the marketing mix.**
  - Strengths, weaknesses, opportunities and threats (SWOT) analysis;
  - Political, economic, social, technical (PEST) analysis;
  - Porter's competitive forces
  - How the external environment influences and impacts upon marketing activity.
  
- **Consumer markets:**
  - Central role of the customer, customer culture, models and types of behaviour, consumer orientation (internal and external), competitor orientation, decision process, value chain, value and satisfaction, long-term relationships
  
- **Market segmentation:**
  - Principles of segmentation, targeting and positioning, segmentation bases eg geographic, demographic, behavioural, lifecycle stage, income, gender

- **Ethics and social responsibility:**
  - Sustainability, social audit, public relations, legal and regulatory considerations, public policy, third world issues, trends eg green issues, environmentalism, pressure groups
  
- **Services industry context:**
  - Contexts eg hospitality, travel, tourism, sports, leisure, recreational industries, public, private, voluntary (not-for-profit) sectors
  
- **The interrelationships of functional units:**
  - Marketing as a business function.
  - The different roles of business units and the interrelationships between these functional units and marketing.

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# LO1. ASSIGNMENT ONE

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## Group Discussion Forum And Term Paper Assignments

- In Teams of **2-3 members**, carry out the assigned activities.
- Each Compulsory Task is 1000 Words. Optional Task is 450-550 Words.
- Use the case study, course outline and resources provided to answer each task.
- Include at least six (6) references in EACH of the task.
- Use Harvard Referencing Style through-out the work.
- Submit your work with complete headings as given to you below.
- Paginate your work. Save the work as pdf before uploading it to be graded.
- Any instance of plagiarism found in your work, will result in Fail Grade for the unit.
- All team members are to be present for oral presentations to earn the grade.

## **TERM PAPER AND GROUP DISCUSSION FORUM ASSIGNMENTS**

*RYDE South Florida has hired you as Marketing Consultants. Your job is to help the business to develop an effective marketing office and program for business success. Individually you will read the case study and carry out research. Then, in teams you will meet to discuss the Case Study and your research findings. You will converge and organize the findings into cohesive bullet points to support a constructive and cohesive oral 15 minutes argument to be presented to the COO. Make your answers case specific. Use Microsoft Power Point as the medium.*

**TEAM WORK.** *COMPULSORY TASKS TO PASS THE UNIT – written and oral tasks*

AC 1.1 Discuss concepts of marketing for the relevant services industry

AC 1.2 Assess the impact of the marketing environment on the industry

AC 1.3 Evaluate the relevance of consumer markets in the industry

AC 1.4 Discuss the rationale for developing different market segments

**Early Submission Deadline: June 5.**

**Oral Presentation: June 9 & 11**

**Late Submission Deadline with Late Fee: June 15**

# COURSE CONTENT AND OBJECTIVES

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## LO 2. Course Content | WEEKS 6, 7 & 8

The ways in which organisations use elements of the marketing mix (7Ps) to achieve overall business objectives:

### The 7Ps marketing mix:

**Marketing mix elements:** Nature and characteristics of products and/or services, service quality, people, partnerships, programming, packaging

- **Products/Services:** Differences between products and services, importance of brands, product development and product lifecycle, unique selling points (USPs).
- **Price:** Pricing context, pricing strategies and tactics e.g. skimming, penetration, product mix, price adjustments, competitor analysis, policy e.g. cost-plus, break-even, value-based, competition-based, variable, price setting considerations; factors affecting pricing decisions eg demand elasticity, competition, ethics
- **Place:** Distribution channel management, supply chain management, and logistics, customer convenience and availability, physical distribution and logistics, niche marketing, vertical/horizontal integration, impact of technology, franchising, ethical issues
- **Promotion:** Integrated communication mix and promotional tools role eg public relations, sponsorship, personal selling, advertising and sales promotions, branding, effective communications, communication channels, online marketing, promotional-mix decisions, budgetary considerations, monitoring and evaluating promotions  
**Advertising:** objectives, methods, reach, frequency, impact, creating copy, costs and budgeting; **Campaign:** format, objectives, target market, evaluation  
**Sales promotion:** aims and objectives, reasons for growth, methods, tools, limitations, branding and merchandising, evaluation
- **People:** The different roles of 'people' in marketing, including customer interfacing and support personnel. The different skills, attitudes and behavior of people delivering the product or service to customers.
- **Physical evidence:** The tangible aspects of service delivery – visual, aural and elements.
- **Process:** Systems and processes involved in delivering a consistent service. Different types of processes used to expedite the marketing function.



## LO2. ASSIGNMENT TWO

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### Group Discussion Forum And Term Paper Assignments

- In Teams of **2-3 members**, carry out the following activities.
- Each Compulsory Task is 1000 Words. Optional Task is 450-550 Words.
- Use the case study, course outline and resources provided to answer each task.
- Include at least six (6) references in EACH of the task.
- Use Harvard Referencing Style through-out the work.
- Submit your work with complete headings as given to you below.
- Paginate your work. Save the work as pdf before uploading it to be graded.
- Any instance of plagiarism found in your work, will result in Fail Grade for the unit.
- All team members are to be present for oral presentations to earn the grade.

### **TERM PAPER AND GROUP DISCUSSION FORUM ASSIGNMENTS**

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#### **TEAM WORK.** COMPULSORY TASKS TO PASS THE UNIT – Written Report

AC 2.1 Assess the importance of components of the marketing mix to the industry

AC 2.2 Analyse pricing strategies and policies in relation to the industry

#### **INDIVIDUAL:** OPTIONAL TASKS FOR HIGHER GRADES (550 Words Each Report)

- ✚ M3 Evaluate different tactics applied by organisations to demonstrate how business objectives can be achieved.

**Early Submission Deadline: July 6**

**Late Submission With Late Fee: July 22**

# COURSE CONTENT AND OBJECTIVES

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## LO 3. Course Content | WEEKS 9 & 10

Develop and evaluate a basic marketing plan

- **Marketing planning:**
  - The importance and value of marketing plans.
  - The links between marketing plans, marketing objectives and marketing strategies.
  - Evaluating and monitoring marketing plans using appropriate control and evaluation techniques such as sales analysis, market-share analysis, efficiency ratios and cost-profitability analysis.
- **Structure and development of marketing plans:**
  - Market segmentation and target market selection.
  - Setting goals and objectives, situational analysis tools and techniques, creating a marketing strategy and allocation of resources and monitoring and control measures.
- **Research and information:** relevance, new and existing products, services and markets; market information systems, defining the market, measuring current demand, the marketing research process, forecasting and demand measurement, positioning of products and services, quality as an influence on customer perceptions
- **Data collection and analysis:** needs, wants, location, focus group, primary research eg questionnaires, surveys, interviews, samples; secondary research eg internal records, statistics, published information, government publications, industry journals, qualitative/quantitative data, analysis, evaluation Communications: range of media eg television, newspapers, magazines, radio, billboards, and posters; suitability for specific products, services and markets Marketing plan: implementation, timescales, costs, evaluation e.g. objectives, revisions, and outcomes.

## LO3. ASSIGNMENT THREE

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### Group Discussion Forum And Term Paper Assignments

- In Teams of **2-3 members**, carry out the following activities.
- Each Compulsory Task is 1000 Words. Optional Task is 450-550 Words.
- Use the case study, course outline and resources provided to answer each task.
- Include at least six (6) references in EACH of the task.
- Use Harvard Referencing Style through-out the work.
- Submit your work with complete headings as given to you below.
- Paginate your work. Save the work as pdf before uploading it to be graded.
- Any instance of plagiarism found in your work, will result in Fail Grade for the unit.
- All team members are to be present for oral presentations to earn the grade.

### **TERM PAPER AND GROUP DISCUSSION FORUM ASSIGNMENTS**

*RYDE South Florida has hired you as Marketing Consultants. Your job is to help the business to develop an effective marketing office and program for business success. Individually you will read the case study and carry out research. Then, in teams you will meet to discuss the Case Study and your research findings. You will converge and organize the findings into cohesive bullet points to support a constructive and cohesive oral 15 minutes argument to be presented to the COO. Make your answers case specific. Use Microsoft Power Point as the medium.*

#### **TEAM WORK.** COMPULSORY TASKS TO PASS THE UNIT

AC 3.1 Evaluate the role of the promotional mix

AC 3.2 Plan an advertising campaign for a services industry operation

AC 3.3 Analyse the role that sales promotion and public relations play in promotional efforts

#### **Further Instructions:**

- i) To facilitate the development of the Advertising Campaign for RYDE South Florida you will carry-out market research to investigate the target market and their needs and interests. Once segmented, select participants from the targeted group for the study. Make inquiries into the participants' recent travel experiences and the destination appeal. What are the participant's perception of their 'ideal' holiday, and the kinds of experiences they actually had while on holidays?
- ii) To earn Merit Grade, you must: produce a detailed, coherent evidence-based marketing plan for the advertising campaign for the organisation.
- iii) To earn Distinction, you must: plan a strategic advertising campaign that tactically applies the use of the 7Ps to achieve overall marketing objectives.
- iv) Submit the plan to the COO of RYDE South Florida, Maxine Samuels
- v) Use a planning template to develop a plan that is neat and adheres to professional guidelines.

**Early Submission Deadline: August 15    Late Submission With Late Fee: August 24**

# COURSE CONTENT AND OBJECTIVES

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## LO 4. Course Content | WEEKS 11 & 12

Understand the marketing cycle in a services industry environment

- **Research and information:** relevance, new and existing products, services and markets; market information systems, defining the market, measuring current demand, the marketing research process, forecasting and demand measurement, positioning of products and services, quality as an influence on customer perceptions
- **Data collection and analysis:** needs, wants, location, focus group, primary research eg questionnaires, surveys, interviews, samples; secondary research eg internal records, statistics, published information, government publications, industry journals, qualitative/quantitative data, analysis, evaluation Communications: range of media eg television, newspapers, magazines, radio, billboards, and posters; suitability for specific products, services and markets Marketing plan: implementation, timescales, costs, evaluation e.g. objectives, revisions, and outcomes.

# LO4. ASSIGNMENT THREE

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## Group Discussion Forum And Term Paper Assignments

- In Teams of **2-3 members**, carry out the following activities.
- Each Compulsory Task is 1000 Words. Optional Task is 450-550 Words.
- Use the case study, course outline and resources provided to answer each task.
- Include at least six (6) references in EACH of the task.
- Use Harvard Referencing Style through-out the work.
- Submit your work with complete headings as given to you below.
- Paginate your work. Save the work as pdf before uploading it to be graded.
- Any instance of plagiarism found in your work, will result in Fail Grade for the unit.
- All team members are to be present for oral presentations to earn the grade.

## **TERM PAPER AND GROUP DISCUSSION FORUM ASSIGNMENTS**

*RYDE South Florida has hired you as Marketing Consultants. Your job is to help the business to develop an effective marketing office and program for business success. Individually you will read the case study and carry out research. Then, in teams you will meet to discuss the Case Study and your research findings. You will converge and organize the findings into cohesive bullet points to support a constructive and cohesive oral 15 minutes argument to be presented to the COO. Make your answers case specific. Use Microsoft Power Point as the medium.*

### **TEAM WORK.** COMPULSORY TASKS TO PASS THE UNIT

AC 4.1 Discuss the relevance of market research to services industry operations

AC 4.2 Undertake market research for an appropriate product or service

AC 4.3 Analyse the suitability of different media for marketing an appropriate product or service

AC 4.4 Evaluate the implementation of the marketing plan for an appropriate product or service

### **Further Instructions:**

- i) To facilitate the development of the Advertising Campaign for RYDE South Florida you will carry-out market research to investigate the target market and their needs and interests. Once segmented, select participants from the targeted group for the study. Make inquiries into the participants' recent travel experiences and the destination appeal. What are the participant's perception of their 'ideal' holiday, and the kinds of experiences they actually had while on holidays?
- ii) To earn Merit Grade, you must: produce a detailed, coherent evidence-based marketing plan for the advertising campaign for the organisation.
- iii) To earn Distinction, you must: plan a strategic advertising campaign that tactically applies the use of the 7Ps to achieve overall marketing objectives.
- iv) Submit the plan to the COO of RYDE South Florida, Maxine Samuels
- v) Use a planning template to develop a plan that is neat and adheres to professional guidelines.

**Early Submission Deadline: August 15    Late Submission With Late Fee: August 31**

# SCORING THE DISCUSSION FORUM

To Pass the Discussion Forum you must:

- I. Participate in no less than 8 of the 12 weekly peer group meetings on the semester.
- II. Submit ALL required group work timely and at required standard.
- III. Answer the questions in sufficient length and breadth to demonstrate:
  - 1) grasp of the subject content
  - 2) ability to apply the knowledge to the context provided;
  - 3) ability to think critically and identify risks, limitations and challenges in the contents and contexts provided;
  - 4) ability to engage and cooperate in a team; and
  - 5) ability to meet deadlines by completing the assignments and posting them to the group on or before the published deadlines.

You will **fail the discussion forum** and unit if you:

- IV. Fail to post the required number of times (8 of 12 weeks).
- V. Fail to demonstrate reasonable breadth of knowledge in the content area.
- VI. Fail to properly cite your sources. Plagiarism is not tolerated under any circumstances.
- VII. Fail to present original work. Do not duplicate from your peers' work posted in the group.
- VIII. Fail to consistently engage or participate in the required team-work and group dialogue.
- IX. Fail to post your assignment by the published weekly deadlines.

❖ If you fail the Group Discussion Forum for the unit, you automatically fail that course unit.

# SCORING THE TERMPAPER

**Students' work must meet the following requirements (alongside those identified in the Discussion Forum):**

1. Carry Out the command verbs e.g. in AC 1.1: To **Evaluate** which means: "Provide evidence from a wide range of sources which both agree with and contradict an argument."
  2. Provide evidence of adequate research based on accuracy and depth of content shared.
  3. Discuss the topics and perspectives related to your research findings and Course Content.
  4. Demonstrate acceptable level of proficiency in writing and/or speech for college-level: Diction, Expressions, Grammar, Spelling, Usage and Sentence Structures.
  5. Use Harvard Referencing Style Through-out the work.
  6. Cite at least Six (6) Valid Sources in the tasks e.g. AC 1.1. AND 1.2.
  7. Have no Plagiarism infringements. Submit a Plagiarism Report with all assignment showing no higher than 11%. A Referred Grade is awarded if it exceeds or is not included.
  8. Meeting Professional Standards for a structured Presentation.
  9. Include a Reference Page.
- ❖ Students work are Awarded: **PASS** Grade | **MERIT** Grade | **DISTINCTION** Grade based on the above criteria. **FAIL GRADE** is awarded only when students fail to submit, participate or complete the required assignments.

# **SUBSTITUTION PAPER, DEADLINES, AND RESTRICTIONS**

## **CLASS ATTENDANCE**

Punctuality and attendance are required for students studying online and in-class. To be awarded a grade for the unit, students must attend no less than 8 of the 12 classes on the semester. Students who fail to meet these requirements will earn an 'F' grade on the assignment and unit.

## **GROUP FORUM PARTICIPATION AND ASSIGNMENTS**

Assignment requirements are same for online, in-class and distant learners. To be awarded grade on the Group Assignments, students must attend no less than 75% of the scheduled team meetings. Students who fail to meet these requirements will earn an 'F' grade on the assignment and unit.

## **TEAM MEETING REPORTING**

Alongside with group work assignments, submit a separate document that records the Minutes collected at the required weekly team meetings. Use the template provided on iTutor to report out:

- i. Date of meeting
- ii. Names of Attendees
- iii. Discussion: on the lesson contents and the requirements of each Assessment Criteria (e.g. AC or P)
- iv. How the tasks will be organized
- v. Who will carry out specific areas of each task.
- vi. Decisions adapted or pending.

## **USING SUBSTITUTION PAPER TO REPLACE THE GDF AND TERM PAPER ASSIGNMENTS**

L5 and L7 students may choose to use alternative assessment methods to replace the GDF, term-paper, re-sit paper, or failed assessment/s. The replacement methods of assessments are oral presentations with PowerPoint, **OR** work experience with reflective journaling. Substituting the research term-paper and GDF is optional and the cost is borne entirely by the student making the request. To be approved you will submit the request in writing to [sso@studyaimus.org](mailto:sso@studyaimus.org) before week four of the semester ends. You must continue with the current assignment requirements until you have received written approval from the Associate Director Of Administration. No more than two (2) substitution paper on any one semester is allowed (or 50% of the program). \*NOTE! Resit and Failed assessments incur course fee charges separately costs as published in this document. Alternate Assessment is a separate and optional cost.

## **COST OF SUBSTITUTION ASSESSMENT**

Work Experience: Cost of substitution paper, experiential Supervisor, and assessment: \$55 per unit

Oral Presentation: Cost of substitution paper, and Assessors: \$45 per unit

## **EARLY DEADLINES FOR ASSIGNMENTS**

Students are expected to submit coursework on or before the deadline published in the assignment. All dates given are early deadlines.

## **LATE SUBMISSION OF ASSIGNMENT WITH LATE FEES**

There is a further extension of no later than three weeks from the published deadline for the submission of late work. Contact Student Services if you are unsure of the late deadline.

### **LATE FEE IS \$12.00**

Late Fee of \$12.00 is applied per assignment eg. \$12 for the late term-paper; and \$12 for the late Discussion Forum. No Assignment is acceptable after the late deadline under ANY Circumstances (excluding extenuating circumstances). Thereafter a FAIL GRADE is awarded for the assignment.

## **CORRECTION OF GROUP WORK WITH REFERRED GRADE**

### **TERM PAPER**

Group work that is returned to the student with Referred Grade must be resubmitted as individual work ONLY.

### **GROUP DISCUSSION FORUM**

For group forum work that is returned to the student with Referred Grade, the student will take the Replacement Paper / Re-sit Exam which is a supervised open book written exam. Alternate paper might be an oral exam. Either way, both are individual assessments.

### **FEE FOR RESIT OF ASSIGNMENTS WITH REFERRED GRADE**

See the term-paper instruction pages.

### **TIMELINE TO SUBMIT THE CORRECTIONS ON REFERRED GRADES**

At the end of the full duration of the program, students have a grace period of four months (One Semester) to make all corrections. Students only pay for the referred units submitting to be corrected. Continuing fee is not charged to the students during the four months grace period.

### **MARKERS' RETAINER FEE**

Once the four months grace period expires and students remain with outstanding work to be assessed, the continuing fee of \$360 (Markers' Retainer Fees) is charged to the student for the school year. Students also pay for the referred units submitting to be corrected.

### **TENURE EXPIRATION**

Students must complete and pass all units on the program within 36 Months of the college start date and receive the Diploma from Pearson. After this 36 Months period has expired, the student must retake all classes and courses in the program.



## **EXTENUATING CIRCUMSTANCES**

Students are encouraged to submit/sit assessments at the prescribed time, yet accommodations are made in extenuating circumstances as follow:

1. **Medical Reasons.** If the students fail to submit course-work on time due to medical conditions verified by a doctor's certificate, the work is treated same as referred in terms of revised deadlines, grading restrictions and referred fees. It is important that students seeking exemption for medical reasons advise Student Services before the deadline expires.
2. **The death of an immediate family in the household.** Evidence must be provided of the relationship and death.
3. **Jury Duty.** Evidence must be provided of the request, and also the service started or completed.

## **RESIT PRIVILIGE**

1. For students to qualify for Resit they **MUST ATTEMPT ALL** assessments in the unit and earn at least a Referred Grade.
2. A student who has taken ill during an examination or assignment submission dateline may also qualify for Resit after proper written evidence is collected and assessed by the Faculty and submitted to the Head of Faculty for approval.
3. Resit fees apply in all circumstances under which new assessments are approved or extensions granted beyond the late deadlines.

## **RESIT APPROVAL AND FEE**

All evidences must be collected by the Faculty and produced to Student Services no later than 5 days after the examination/deadline expires. The outcome is communicated directly to the student by email. If approved, the Resit Fee of \$45.00 (**per** assignment) is paid by the student and receipt emailed to Student Services. The supplementary dateline will be communicated to the student by email.

## **REFERRED / RESIT GRADE**

Students earn a Referred Grade if the submitted assignment fail to achieve the criteria for PASS.

- ❖ Hospitality Students must earn a PASS GRADE on all Assessment Criteria (AC) on the term-paper to pass the course.
- ❖ Business and Aviation Students must earn a PASS Grade on all Assessment Criteria with P e.g. P1, P2 etc. to pass the course.

## **INCOMPLETE GRADE (IC)**

Students are awarded Incomplete (IC) when they fail to complete any part of the required coursework. This may be due to approved reasons (extenuating circumstances) or failure to submit work. In all cases IC changes to Fail Grade on the students record after eight (8). Only students approved for extenuating circumstances can retake an assessment. Thus, all other IC will automatically change to 'Fail' after eight weeks.

## **FAILING THE COURSE**

1. Students who did not sit an examination and did not withdraw formally will receive a Failing grade.
2. Students who differed for financial reasons or illness will earn an IC – Incomplete Grade. Incomplete Grades then are changed to Fail Grades after eight weeks.
3. Students who fail the discussion forum but pass the term-paper or vice versa. You must earn a Referred OR Pass Grade on both the Forum and Term-Paper to avoid retaking the course unit.
4. If you fail the course you must retake the class when it is offered next. The cost per course unit is listed on the Tuition Page of the website.

## **THESE COMMON CIRCUMSTANCES DO NOT QUALIFY AS EXTENUATING CIRCUMSTANCES**

### **LOSS OF DATA**

Please back-up your work consistently on independent media. Computer malfunctioning, or errors are common but not acceptable reasons for special considerations. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

### **JOB RESPONSIBILITIES**

Working Students are advised to take 2-3 courses per semester. Four courses as recommended to complete the program on the published deadline. However, if taking full-time coursework will hinder you from meeting your required course-work deadlines or meeting quality standards, it is best that you take three courses and extend your tenure by one semester.

Job responsibilities are not acceptable reasons for special considerations because we have only one standard for everyone in the institution. Special considerations are granted only for extenuating circumstances discussed above and no other factor.

## **STUDENT SATISFACTION SURVEY**

To develop and maintain a collegiate environment to sustain Higher Education, students are encouraged to participate at end of each semester in the Online Satisfaction Survey. Your input will help us to improve our programs and personnel. A degree today is like citizenship and good College education is a platform for you to: develop the required competencies for a degree, social skills, but also to enjoy learning. So, tell us what you want to do to make your college experience better. Be respectful, and be honest. The Form is accessible here:

<http://www.studyaimusa.org/student-feedback-form.html>

# **REVISION DATES OF UNITS AND COURSE RULES**

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The Academic Guidelines contain policies that are approved by Colbourne's Academic Board. The most current draft are the existing procedures to manage and administrate the academic program and are effective as at the publication of the new document. In all cases the current policies take precedence over previous rules.

## **REVISION OF THE CURRENT ACADEMIC POLICIES**

July 2017 \* added that L5 and L7 students may choose to use alternative assessment methods to replace the GDF, term-paper, re-sit paper, or failed assessment/s.

July 2017 \* added that L5 and L7 students may choose to use alternative assessment methods to replace the GDF, term-paper, re-sit paper, or failed assessment/s.

April 2017 \*added: correction of group work with referred grade requires students to submit paper as individuals.

July 2016 \*added that for students to qualify for Resit they MUST ATTEMPT ALL assessments in the unit and earn at least a Referred Grade.

## **REVISION OF PREVIOUS ACADEMIC POLICIES**

July 2015

July 2016

January 2016