

Vacation Assignment

You are asked to form your own vacation company. Your first step is to create your own identity. This project will require you to create a brochure for your business which will promote vacation packages that your company is offering. Your target market will be families with teenaged children. The maximum budget for your vacations should not exceed over \$2500 per person. Normally with this project we include flights in your research. However with our current situation this difficult to obtain. As a result you are to focus on lodging accomodations and activities (Expedia is a great site for research). We will deduct \$850 (per person) from your budget to cover the costs of flights. You can book any desitnation in the world that you feel would capture your target markets interests.

You will be required to complete your research using the internet (your prices must be real and references to your prices must be included, source sites where you find information). Each company will choose their own pricing strategies and promotions – target travel dates should be between August 1st and September 30th – the families are looking for a one week escape at any time during this period.

You may offer multiple packages and each package should include accommodations, food and activities.

Part A: Brochure: Marketing Image and Perception

For this section of your assignment you must consider the Consumer Purchase Decision Process and all the psychological factors that influence our purchase decisions. You must apply all of you marketing knowledge to sell you products to the targeted families. Follow the steps below for your project...

Step 1) Company Identity: Name, Logo, Mission Statement

Step 2) Proof of research: (Locate costs (include references), pictures, and descriptions of your destination/trip) – provide citations.

Step 3) Based on your costs determine what pricing strategy will be most effective (explain the reason for your decision).

Step 4) You report should include activities for your travel destination.

Step 5) Create a brochure to advertise your travel package.

Part B: Strategy and Expansion Report

#1) **Consumer Behaviour:** Considering all the steps and factors surrounding the Purchase Decision Process you must walk us through all your considerations you made as developed your marketing strategies for your vacation company and packages. Include Situational Influences, Psychological Influences, etc.

Example of breakdown:

Purchase Task: The consumer will perceive or reach problem recognition as our advertisements are designed to...

Information Search: To lead our target market towards our products. Parsons Payoff Vacations has considered the information search by conducting research on the following companies...Our competitors are focused on...As a results our strategies have been designed to...

Mark Breakdown:

Part A: Brochure Design and Content:

/40 Application Marks

Part B: Strategy and Expansion Report:

/20 Thinking and Inquiry marks

/20 Communication Marks

Achievement Area	Level 1	Level 2	Level 3	Level 4
Part A: Brochure Marketing /40 Application Marks	Content demonstrates no proof of understanding, lacks organization and explanations for decisions are not made.	Content demonstrates some proof of understanding, some organization is provided and some explanations for decisions are outlined.	Content demonstrates proof of understanding, organization and explanations for decisions are provided. Decisions are strong and justified.	Content demonstrates a great deal of understanding, is extremely organized and explanations are provided for decisions. Decisions are extremely strong and justified.

<p>Part B: Report</p> <p>Strategy Connection</p> <p>/20 Thinking Marks</p>	<p>Content demonstrates a lack of understanding of business strategies.</p> <p>A lack of explanations for decisions are provided.</p> <p>Some areas have not been considered.</p>	<p>Content demonstrates some understanding of business strategies.</p> <p>Some explanations for decisions are provided.</p> <p>Some areas have been considered.</p>	<p>Content demonstrates a good understanding of business strategies.</p> <p>Effective explanations for decisions are provided.</p> <p>Most areas have been considered.</p>	<p>Content demonstrates a strong understanding of business strategies.</p> <p>Strong explanations for decisions are provided.</p> <p>Most areas have been considered.</p>
<p>Achievement Area</p>	<p>Level 1</p>	<p>Level 2</p>	<p>Level 3</p>	<p>Level 4</p>
<p>Report clarity and written explanations</p> <p>/20 Communication</p>	<p>Student demonstrates no clarity and/or organization in the delivery of their presentation</p>	<p>Student demonstrates some clarity and/or organization in the delivery of their presentation</p>	<p>Student demonstrates complete clarity and/or organization in the delivery of their presentation</p>	<p>Student demonstrates complete and in-depth clarity and/or organization in the delivery of their presentation</p>