

**Here is an example of a complete observation record:**

Candidate name: ***Ian Barnes***

Unit title: ***Unit 2: Marketing in Leisure and Tourism***

Activity context:

***The above named student was asked to work in pairs and give a presentation on the marketing mix of their selected organisation. The organisation selected was Alton Towers.***

Assessment criteria:

***Describe the 4Ps in relation to the selected organisation and show how they work together to meet the organisations objectives.***

Activity:

***Ian outlined three of the organisation's objectives. Ian described in detail the products of Alton***

***also described the price element of Alton Towers. He gave details of the price of rooms and the restaurant at the hotel. He described entrance prices to the theme park for different types of client. He also described the prices of food and merchandise.***

***His colleague in the presentation described promotion and place. To confirm that Ian also had understanding of these elements of the marketing mix, I asked Ian questions relating to both promotion and place. I asked Ian to explain different ways I could get to the theme park and also how I could book tickets over the internet. I also asked him to describe how the new ride 'Air' had been promoted. Although these had been mentioned in the presentation I asked Ian to give more details. He referred to the website and gave a detailed account of its content relating to the promotion of 'Air'.***

***In the presentation Ian explained how product and price enabled the organisation to meet their objectives. I asked him questions relating to 'how they work together to meet the objectives'.***

***He gave me two examples of product and price working together to meet objectives but was unable to give a satisfactory response related to all four elements of the marketing mix.***

Supporting evidence:

*Copies of visual aids are attached.*

Assessment summary:

*Ian gave a detailed description of the 4Ps of Alton Towers. He was able to give some explanation of how elements of the marketing mix worked together to meet organisation's objectives but this was limited.*

Assessor:     *A N Assessor*    

Signature:     A N Assessor    

Date: \_\_\_\_\_