



Applied Marketing Strategy - The Rocker Hotel Sunderland

By Miriam Mennen

GRIN Verlag Mrz 2010, 2010. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Project Report from the year 2007 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 84 % - A, University of Sunderland, course: Strategic Marketing Management, language: English, abstract: The conducted marketing plan is hoping to achieve and support the hotel s major objective, which is to aim for perfection in hospitality. (Tavistock Leisure, 2007) After an environmental analysis considering the macro and the micro environment, strength and weaknesses as well as potential future opportunities and threats will be outlined. The marketing mix in practice will be commented on, by focusing on the product in terms of branding and product development but also on the other elements of the marketing mix such as price, promotion and distribution. Move will furthermore illustrate the research design used as well as other possible research methodologies, which could not be applied due to scale and scope of this piece of work. Finally, several strategic options and their approximate costs of implementation will be suggested, which could be realised by the Tavistock Roker Hotel. The marketing...



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