

**101505T4TTM**  
**TOUR AND TRAVEL CONSULTANT LEVEL 5**  
**TO/OS/TM/05/5/A**  
**MARKET TOUR & TRAVEL PRODUCTS**  
**Nov/Dec 2023**



**TVET CURRICULUM DEVELOPMENT, ASSESSMENT AND CERTIFICATION  
COUNCIL (TVET CDACC)**

**PRACTICAL ASSESSMENT**

**Time 2 hours**

**Instructions:**

1. You have **2 hours** to carry out the task as outlined.

A marketing employee plans and coordinates marketing activities develops and follows a marketing schedule, and performs the tasks required to meet the overall marketing strategy. Additionally, a marketer may identify potential customers, develop campaigns, and organize focus groups for clients and companies.

You have been employed to be a marketing officer for a new tour company (USIMA)

**Task**

- i. Develop a marketing strategic plan
- ii. Present the plan to a group of managers

**Provided**

5 students to act as managers

Room for presentation