

**101506T4TTM**

**TOURISM AND TRAVEL MANAGEMENT LEVEL 6**

**TO/OS/TM/CR/05/6/A**

**MARKET TOUR AND TRAVEL PRODUCTS.**

*Nov/Dec 2023*



**ASSESSOR'S GUIDE**

**PRODUCT CHECKLIST**

<b>Candidate's name &amp; Registration No.</b>			
<b>Assessor's name &amp; Reg. code</b>			
<b>Unit(s) of Competency</b>	<b>Market Tour and Travel products</b>		
<b>Venue of Assessment</b>			
<b>Date of assessment</b>			
<b>Items to be evaluated:</b>	<b>Maximum marks to allocate</b>	<b>Marks obtained</b>	<b>Comments</b>
<b>Title</b> <ul style="list-style-type: none"><li>Name of company and contact details</li></ul>	<b>02</b>		
<b>Introduction</b> <ul style="list-style-type: none"><li>Provided the context of the report</li></ul>	<b>02</b>		
<b>Indicated the marketing goals and objectives</b>	<b>02</b>		
<b>Marketing channels Analysis</b> <ul style="list-style-type: none"><li>Evaluated the performance of different marketing channels</li></ul>	<b>05</b>		
<b>Campaign Analysis</b> <ul style="list-style-type: none"><li>Reviewed the specific marketing campaigns that were launched during the quarter.</li></ul>	<b>05</b>		
<b>Included insights gathered from customer feedback</b>	<b>05</b>		

