

Marketing Associate Assessment

1. Essay

In at least 300 words (each), write about:

- a. ...your fondest vacation memory and tell us what made it so memorable.
- b. ...write a letter to DOT Tourism Promotions Board requesting for images to be used for flyers promoting Philippines in U.S.A.

2. Research

- a. Research about the top 5 most visited cities in the world based on statistics.

Provide additional information such as but not limited to:

- a. Profiles of each city's foreign visitors
- b. Reasons for travelling to that place (e.g. dining, shopping, relaxation, visit friends)
- c. Country they are from
- d. Other pertinent statistics

- b. Research about the profile of China inbound and outbound tourists.

Create a maximum of 10-page presentation.

3. Planning and Strategy

- a. Create a marketing program/promotion gimmick to improve traffic in Uni-Orient's facebook page targeting international travellers (from Philippines abroad and/or abroad to Philippines).

- b. If you have P1,000 pesos, how do you use it to promote Uni-Orient?