

Stop the Commercial Exploitation of Children

Marketing plan promotion material

2 persons Higher Professional Education



ECPAT for the worldwide protection of children against sexual exploitation

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1. Description assignment

One of the most sensitive issues that the tourism industry faces concerns the commercial sexual exploitation of children. This occurs in less developed as well as in more developed countries involving tourists from developed 'rich' countries. The travel and tourism industry are active in preventing and reducing the commercial sexual exploitation of children by implementing the ECPAT Code of Conduct for the Protection of Children from Sexual Commercial Exploitation in Travel and Tourism.

You work for a tour operator which has signed this Code of Conduct. Providers of tourism products and services adopting the Code of Conduct commit themselves to implement the following six criteria:

1. To establish an ethical policy regarding commercial sexual exploitation of children.
2. To train the personnel in the country of origin and travel destinations.
3. To introduce a clause in contracts with suppliers, stating a common repudiation of commercial sexual exploitation of children.
4. To provide information to travellers by means of catalogues, brochures, in-flight films, ticket-slips, home pages, etc.
5. To provide information to local "key persons" at the destinations.
6. To report annually.

You and a colleague are asked to work on the fourth element of the Code of Conduct by developing promotion material that brings the attention of travellers on the problem of child sex tourism. There is a budget of 1.800 euro. Conditions for the promotion material are that as many travellers as possible are reached, that it is original, that the logo of ECPAT is on the promotion material, and that the production and distribution remain within the budget.

Beside the promotion material, you also develop a distribution plan and an instruction for staff of the distributing agencies so they know what to say when they hand over the promotion material to travellers. How do you communicate such a heavy subject to people who go on a holiday?

The marketing plan has to be presented to the director and ECPAT by means of a written report and an oral presentation.

2. Learning goals

- The student understands the problem of child sex tourism. The student knows about risk areas, destination countries, causes of the problem, the impact on children and the possible solutions.
- The student can work in a structured way by means of a Plan of Action.
- The student can write a marketing plan including a description of the promotion material to be used, target group, budget and distribution plan.
- The student can present the marketing plan and persuade potential financiers to invest in the plan.

3. End Products

- Plan of Action
- Marketing plan
- Presentation

4. Working method

Follow a general working method. By using a fixed structure you get insight in:

- What you must do;
- What you will learn;
- Who has which responsibilities;
- Which material you need;
- Which preparations are necessary;
- How you plan to conduct the assignment;

- When you need to do something;
- When things must be finished;
- What you have to provide exactly.

You follow these five steps:

1. Objective

Formulate the goal of the assignment. This is also to verify if you understand the assignment correctly and to see what you will learn. You develop yourself further in regards of:

- Expertise;
- Skills;
- Personal characteristics.

2. Analyse

Reflect the assignment. In this stage you consider how you want to conduct the assignment. Important questions to answer are:

- What do I already know?
- Which working method is suitable?
- Which sources do I need to consult?
- How much time do I have for this assignment?

3. Planning

You make a clear division of work and a time schedule. Also incorporate scheme moments for consultation or appraisal of your work in the time schedule. The assignment is a group task. That means that you are responsible as a group for the quality of the assignment!

4. Action

Everyone knows what he or she must do and is ready to start. Tasks that need to be done:

- List all activities;
- Collect information;
- Select information and make it suitable for your assignment;
- Make adaptations on the basis of comments of co-readers;
- make the end products (lay-out, table of contents, cover, etc);
- Present the end products.

5. Evaluation

This point concerns the appraisal and the evaluation of your work. You are assessed on the process and the content. Evaluation provides the following elements:

- Appraisal of end products and group process by the teacher;
- Points for improvement.

4.1 Groups

This assignment is designed for two students.

4.2 Plan of Action

The Plan of Action contains a description of the objective of the task, a list of activities and responsibilities and a time schedule. It must be clear from the Plan of Action who does what, when, where and how. It is important that it is clear for both members what is expected and for which part he or she is responsible.

4.3 Time Table

The duration of this assignment is two weeks (56 hours).

Wk	Day	Activity	Description	Hours
1	1	Literature research	Understanding of the assignment and the topic of child sex tourism	3
		Plan of Action		3
1	2	Plan of Action	Final Plan to tutor	3
		Literature research	Travel industry and child sex tourism	2
		Brainstorm Promotion material	Define target group	2
1	3	Brainstorm promotion material	First determine your target group	3
		Work on promotion material	Make a description and a design	2
		Research Internet for existing promotion material	Search for suitable promotion material	2
		Ask for price offers	By means of Internet or phone	1
1	4	Meeting with tutor	Plan of Action and idea for promotion material	1
		Work on marketing plan	Description of assignment, purpose and target group	5
1	5	Work on marketing plan	Motivation for material + distribution plan	5
2	1	Work on marketing plan	Instruction for distribution + budget	6
2	2	Work on marketing plan	Make marketing plan final and send to tutor and info@ecpat.nl	5
2	3	Make presentation		5
2	4	Prepare presentation		2
		Practise presentation		2
		Adapt presentation		2
2	5	Presentation		1
		Final meeting with tutor		2

4.4 Tutor

On day four of week 1 the tutor (teacher) discusses the Plan of Action with the students. The assignment ends with a meeting in which the tutor evaluates the end products. The students also receive a final grade in this meeting. If there are problems, the students can plan a meeting with the tutor.

5. Appraisal

- Plan van Action counts for 20%
- Marketing plan counts for 50%
- Presentation counts for 30%

Final grade: $0,20 \times \text{Plan of Action} + 0,50 \times \text{Marketing plan} + 0,30 \times \text{Presentation}$

6. Criteria

Plan of Action

Criteria	Appraisal (++ of + of +/- of - of --)
The structure of the plan is clear and logical	
The Plan of Action is repeatable	
The plan is feasible	
The Plan of Action is written in correct English	

Marketing plan

Criteria	Appraisal (++ of + of +/- of - of --)
The objective of the promotion material is described	
The target group is described	
There is a design of the promotion material	

Chosen promotion material is original	
Chosen promotion material is sustainable	
Promotion material reaches many people	
Promotion material carries the ECPAT logo	
There is a distribution plan	
There is a clear instruction for distributors of the material	
The budget is realistic and included price offers	
The plan is written in correct English	

Presentation

<i>Criteria</i>	<i>Appraisal (++ of + of +/- of – of --)</i>
Speakers are convincing	
Speakers speak clear and calm	
The structure of the presentation is clear and logical	
Good use of visual material	
Speakers answer the questions with expertise	
Speakers repeat the questions and check if the question is answered	

7. Literature

The most important sources are:

- Internet: www.ecpat.net en www.thecode.org
- ECPAT Nederland, Post box 75297, 1070 AG Amsterdam, phone: 020-4203771, e-mail: info@ecpat.nl, website www.ecpat.nl