

6. Assessment Tasks

Assessment Task 1:

Assessment Task	Turin 2006 Olympic Games: Strategic Review
Schedule	Week 4
Outcomes Assessed	<p>Performance Criteria: 1.1, 1.2, 1.3</p> <p>Addresses some elements of required skills and knowledge as shown in the Assessment Matrix</p>

Description:

With a population of more than 900,000, Turin became the largest city ever to host the Olympic Winter Games in 2006. A record 2,508 athletes from 80 National Olympic Committees (NOCs) competed and 26 NOCs took home medals. For the first time, live video coverage of the Games was available on mobile phones. Video coverage was available in 18 countries on five continents. In another first, television viewers in Mongolia and Azerbaijan were also able to watch all the action. Surfing the internet for results proved popular too, with torino2006.org registering approximately 700 million page views (Source: olympic.org).

The enclosed Olympic Marketing Fact File (ensure that you obtain a copy from your trainer/assessor) is a reference document on the marketing policies and programmes of the International Olympic Committee (IOC), the Olympic Movement, and the Olympic Games. The enclosed document provides an overview of marketing support for the Olympic Movement, data on the success of past Olympic marketing programmes, and information about the marketing programmes surrounding and supporting the Torino 2006 Olympic Winter Games.

In this assessment task, you will be required to review the Olympic Marketing Fact File and prepare a brief report on various aspects of marketing process including;

- Background/Context
- Key features of the market program
- Key trends and strategic areas addressed in marketing programs
- Integration of various marketing components/programs (e.g. sponsorship, sharing of revenues, broadcasting and stakeholder partnerships) with overall marketing objectives
- Key strategic aspects of marketing programs and objectives
- Policy objectives for commercial initiatives and their relevance to marketing programs

You may further research information on 2006 Turin Winter Olympics on olympic.org website. Please note, the review should be written in your own language and understanding. Merely cutting and pasting texts from the published documents will not be construed as a review. A review must scrutinise/examine all the major elements of the given document and contain your comments on their viability and/or effectiveness. Review, in the context of this assessment task, means as defined in the dictionary, "to examine with an eye to criticism or correction."

As this assessment task is given as a formative assessment, the trainer/assessor may provide an opportunity for corrections/improvements as a feedback. Where corrections/improvements are required, the students will be allowed to resubmit their works for marking without any academic penalty. Only two such attempts will be allowed before a further assessment is made on specific learning needs of the learner. If you have any learning difficulties or constraints, discuss with your trainer/assessor at the earliest.

All external sources must be cited using the Harvard Referencing System. A link to the referencing system is provided under suggested resources of this unit. You may also ask your trainer for more information.

Assessment Criteria

The following assessment criteria will be used for marking this assessment task. Ensure that you have addressed all of the criteria in your work.

- Undertook a comprehensive review of Turin 2006 Olympic Marketing Fact File as demonstrated in structure, contents and coherence of analysis/critique
- The review demonstrates an understanding of the fundamental marketing process and integration of various marketing elements with respective strategies and marketing objectives
- The review is within the scope of the topic and covers all the required areas/examination
- Provided an overview of IOC and Turin Olympics
- Fundamental objectives of Olympic marketing are analysed and referred to throughout the review
- Identified and discussed key trends targeted under respective marketing programs
- Key features of the marketing programs are summarised in own language and understanding
- Discussed how the overall marketing initiative help the IOC achieve its key objectives
- Strategic initiatives for partnership and sponsorship are reviewed and analysed
- Summarised key policy initiatives for commercialisation of the Olympics
- Examined and discussed the impact of policy initiatives on the devised marketing programs
- Review is written in a formal style and appropriately structured with headings and subheadings to organise the contents
- All external sources are cited using an appropriate referencing system

Submission Guidelines

Submit:

- A hard copy of the review with appropriate assessment cover sheet

Electronic versions of the assessment task and email/electronic submission arrangements are at further discretion of the trainer/assessor.