



## **COOPERATIVE EDUCATION REPORT**

**Social Media Marketing as Photo, Video, Edit design & Strategy in Hospitality industry  
as Content Creator Training at The Westin Grande Sukhumvit, Bangkok**

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**This report is submitted in partial fulfillment of the requirements for  
Cooperative Education.**

**Faculty of Hotel and Tourism Management**

**Academic Semester: 1/2025**

**Siam University**

**Title:** Social Media Marketing as Photo, Video, Edit design & Strategy in Hospitality as Content Creator Training at The Westin Grande Sukhumvit, Bangkok

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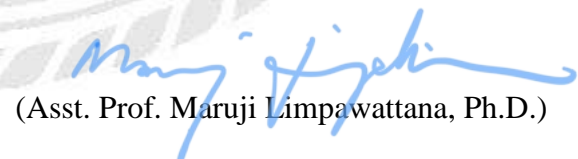
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## ABSTRACT

This study presents a report on marketing operations in the hospitality industry as a Marketing Content Creator Trainee at The Westin Grande Sukhumvit Bangkok, one of Marriott International's luxury brand hotels in Thailand. It explores the key components of effective hotel marketing, emphasizing the role of creative content production and digital engagement. The study provides a brief background of the hotel and highlights major aspects of its marketing strategies, including photo and video shooting for promotional campaigns, editing and post-production processes, and the use of social media platforms to enhance brand visibility and guest engagement. The goal of the study includes: (1) how brand identity, storytelling, and digital marketing contribute to building guest loyalty and attracting new customers, (2) the hotel's mission, vision, services, and marketing strategies, (3) SWOT of The Westin Grande Sukhumvit Bangkok in the competitive hospitality market. My responsibilities were to assist with photography and videography for events, food and beverage promotions, and lifestyle content, as well as to edit and prepare marketing materials for social media posting on platforms such as Instagram, Facebook, and Tik Tok. I also participated in brainstorming sessions with the marketing team to create engaging campaigns that align with Marriott's brand standards. This internship helped me develop practical skills in visual storytelling, content planning, and online audience engagement. Working in a five-star hotel environment taught me how marketing plays a crucial role in positioning the property competitively and maintaining its luxury image. This experience will significantly aid in my future career development in hospitality and marketing.

**Keyword:** Marketing Officer, Marriott, Photo & Video Shooting, Content Editing, Social Media Marketing

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Finally, I would like to express my deepest appreciation to all my professors at Siam University for providing me with valuable knowledge and a strong foundation in hospitality and tourism management. I believe the combination of academic learning and hands-on experience from this internship will serve as an important steppingstone for my professional career in marketing and hospitality.

Thank you

Sincerely

KHANT TAIN SAN

STUDENT ID: 6508100006



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# Chapter 1: INTRODUCTION

## 1. Company Profile

The Westin Grande Sukhumvit was built in 1993 as the Grand Pacific Hotel and later became part of Marriott International when Marriott acquired Starwood Hotels & Resorts, the parent company of the Westin brand, in 2016. Marriott International acquired Starwood Hotels & Resorts in 2016, which brought the Westin brand, including The Westin Grande Sukhumvit, under Marriott's management. This luxurious five-star hotel is situated in the vibrant heart of Bangkok, Thailand, making it a preferred destination for both business and leisure travelers. Its prime location on Sukhumvit Road offers guests immediate access to Bangkok's bustling shopping, dining, and entertainment districts, as well as convenient connections to BTS Asok and MRT Sukhumvit stations for seamless city exploration.



**Figure 1: Westin Hotel Building**



**Figure 2: Westin Hotel swimming pool**

The property boasts a variety of world-class facilities, including its award-winning Kisso Japanese Restaurant, the international buffet at Seasonal Tastes, and Zest Bar & Terrace for cocktails and casual gatherings. Guests can enjoy the WestinWORKOUT Fitness Studio and outdoor swimming pool.





**Figure 3: Seasonal Tastes Buffet Area**



**Figure 4: WestinWORKOUT Fitness**



**Figure 5: KISSO Japanese Restaurant**



**Figure 6: Zest Bar & Terrace**

The Westin Grande Sukhumvit Bangkok is widely recognized for its exceptional guest service, with a professional team committed to ensuring that every stay is memorable. The hotel continuously focuses on well-being, sustainability, and innovation, aligning with Marriott International's global standards of hospitality excellence.



**Figure 7: The Westin Grande Hotel logo**



### 1.1 Mission of The Westin Grande Sukhumvit Bangkok

The mission of The Westin Grande Sukhumvit Bangkok is to deliver an enriching hospitality experience that prioritizes guest well-being, comfort, and convenience. The hotel strives to create a sanctuary for travelers through signature services such as the Westin Heavenly Bed, healthy dining options, personalized service, and programs that encourage relaxation, productivity, and rejuvenation.

### 1.2 Vision of The Westin Grande Sukhumvit Bangkok

The Westin Grande Sukhumvit Bangkok aspires to be the premier luxury urban retreat in Bangkok, known for its wellness-focused approach and exceptional guest experiences. Its vision is to inspire travelers to leave feeling better than when they arrived, by combining world-class service, innovative wellness programs, and sustainable practices.

### 1.3 Strategies of The Westin Grande Sukhumvit Bangkok

The Westin Grande Sukhumvit Bangkok implements a variety of strategies to maintain its status as one of Bangkok's leading luxury hotels. These strategies focus on guest well-being, digital engagement, operational excellence, and sustainability, ensuring the hotel remains competitive in a dynamic hospitality market.

#### **The Experience of the Guest**

Creating a unique and customized guest experience is the hotel's main tactic. This includes offering wellness initiatives like RunWESTIN and WestinWORKOUT, the renowned Westin Heavenly Bed and Bath amenities, and personalized services via Marriott Bonvoy loyalty program perks. In order to continuously enhance service delivery, guest feedback is gathered and examined.

#### **Lifestyle and Wellbeing Positioning**

The resort places a strong emphasis on rest and renewal as part of Westin Hotels & Resorts' global brand strategy. Its advertising campaigns emphasize its health-conscious products and services, including menus, spa packages, fitness programs, and healthy beverage options. This placement draws in wellness-conscious tourists looking for equilibrium while visiting.

## **Social Media Interaction and Digital Marketing**

Through eye-catching images and videos, the hotel uses social media sites like Facebook, Instagram, and Tik Tok to highlight its events, special offers, and services. Not only social media but also website like Ticketmelon, Megatix and etc for sell F&B promotions. To increase engagement, encourage reservations, and fortify the hotel's online presence, creative campaigns, influencer partnerships, and sponsored social media advertisements are employed.

## **Corporate Social Responsibility (CSR) and Sustainability**

Reducing single-use plastics, installing energy-efficient systems, and taking part in Marriott's Serve 360 program for community impact are just a few of the eco-friendly practices that The Westin Grande Sukhumvit Bangkok has adopted. This tactic promotes long-term operational efficiency and improves its standing with environmentally conscious visitors.

## **Pricing Strategy and Revenue Management**

The hotel dynamically modifies room rates according to demand, seasonality, and rival pricing using data-driven revenue management strategies. This keeps the hotel profitable and puts it in a competitive position in Bangkok's upscale hospitality market while maximizing occupancy.

## **Business Strategic Alliances and MICE (Meetings, Incentives, Conferences, Exhibitions)**

By providing individualized meeting packages, cutting-edge audiovisual equipment, and expert event planning services, the hotel actively targets corporate clients and event planners. This ensures a consistent flow of income from the MICE industry by securing corporate contracts and group reservations.

## **Employee Education and Training**

One of the main tactics for upholding high service standards is ongoing employee training. To guarantee flawless service and guest satisfaction, staff members receive frequent training on Marriott brand standards, cultural sensitivity, and problem-solving techniques.

### **1.4 Marriott International and The Westin Grande Sukhumvit Bangkok**

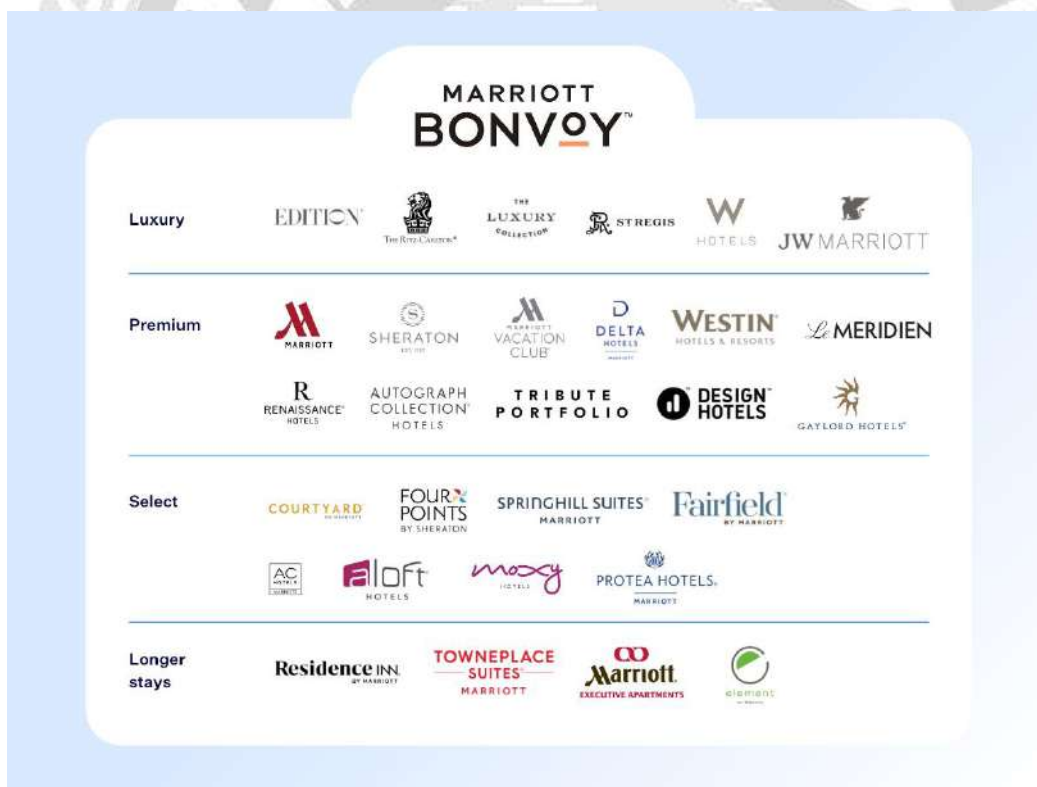
The Westin Grande Sukhumvit Bangkok is a franchise property that operates under the Westin brand, fully aligned with Marriott International's global standards. This means that:

- The hotel uses Marriott International's brand guidelines, service standards, and operational procedures to ensure consistency with other Westin hotels worldwide.

- It participates in the Marriott Bonvoy loyalty program, allowing members to earn and redeem points at the property, which attracts repeat guests and builds long-term customer loyalty.
- The hotel benefits from Marriott's global sales network, marketing campaigns, and reservation system, giving it access to international travelers and corporate clients.

Marriott provides training, quality assurance audits, and technology platforms that help The Westin Grande Sukhumvit Bangkok maintain five-star service levels and operational efficiency. Marriott International provides the brand identity, global recognition, and support systems, while The Westin Grande Sukhumvit Bangkok delivers the on-the-ground guest experience, tailored to the unique character and location of Bangkok. This relationship allows the hotel to combine international standards with local hospitality, ensuring guests enjoy a world-class stay.

**Figure 8: Hotel Brands under MARRIOTT BONVOY**



## 2. Organizational Structure

- General Manager - Top-level executive, responsible for hotel strategy, budget, and guest satisfaction.
- Director of Operations - Manages daily operations: front office, housekeeping, concierge, engineering, spa/fitness.



- Director of Sales & Marketing - Oversees sales team, event planning, marketing campaigns, digital/social media strategy.
- Director of Finance - Handles accounting, purchasing, financial reporting, and cost control.
- Director of HR - Responsible for recruitment, training, employee welfare, and compliance.
- Director of Food & Beverage - Oversees restaurants, bars, banquets, and culinary operations under Executive Chef.

## 2.1 Diagram of the organizational Structure

**Figure 9: Organizational Structure**



## 2.2 My Job Position

My role was integral in supporting the hotel's marketing initiatives and enhancing brand visibility across multiple platforms. I actively contributed to the creation, management, and execution of promotional campaigns, with a strong focus on visual storytelling, digital content creation like photo, videography, and design editing for social media engagement.

### 2.3 My Job Position in the company's organizational structure

Position in The Westin Grande Sukhumvit Bangkok, I worked as Content Creator Coordinator Intern under the Sales & Marketing Department organizational structure.

### 3. My Intention and Motivation to choose this company as my CO-OP studies workplace

I chose The Westin Grande Sukhumvit Bangkok as my CO-OP studies workplace because of its outstanding reputation as a five-star luxury hotel and its affiliation with Marriott International, one of the world's leading hospitality companies. I wanted to gain hands-on experience in a professional environment where I could learn from a globally recognized brand that upholds high standards in service, marketing, and guest experience.

One of my main motivations was the opportunity to work in the Sales & Marketing Department, where I could apply my academic knowledge to real-world projects, particularly in the areas of photo and video content creation, edit designs, social media marketing, and promotional campaign development. The hotel's strong focus on wellness, innovation, and guest satisfaction aligned with my personal interest in creative storytelling and digital engagement.

My intention was not only to develop technical skills in marketing and content creation but also to improve my teamwork, communication, and time management abilities in a dynamic five-star hotel environment. I believed that working with experienced professionals in such a reputable organization would help me build a solid foundation for my future career in hospitality and marketing.

### 4. SWOT analysis of The Westin Hotel

#### **Strengths**

- **Strong Global Brand Recognition:** As part of Marriott International, the hotel benefits from worldwide brand credibility, loyalty programs (Marriott Bonvoy), and standardized service quality.
- **Prime Location:** Located on Sukhumvit Road, near BTS Asok and MRT Sukhumvit stations, offering excellent accessibility for business and leisure travelers.
- **High-Quality Facilities:** Modern rooms, award-winning restaurants (Kisso Japanese Restaurant, Seasonal Tastes), wellness-focused amenities like the WestinWORKOUT fitness studio, spa, and outdoor pool.

- Professional and Experienced Staff: Highly trained personnel providing excellent guest service, aligning with Marriott's global service standards.
- Digital Marketing and Loyalty Programs: Strong online presence and effective use of loyalty programs to drive repeat bookings and customer engagement.

### **Weaknesses**

- High Operating Costs: As a luxury five-star property, operational and maintenance costs are higher, which may impact profitability during low seasons.
- Dependency on Tourism: Heavily reliant on international travelers; fluctuations in global travel trends (e.g., pandemics) can significantly affect occupancy rates.
- Parking: There is a Robinson and a Tops on the ground floor of the hotel, and the parking area is share with them. So, the hotel doesn't have its own dedicated parking, and the road leading to the parking area is very narrow.
- Price Sensitivity: Premium pricing may discourage budget-conscious travelers, leading them to choose mid-scale competitors.

### **Opportunities**

- Growth of Digital and Social Media Marketing: Expanding content creation on Instagram, Tik Tok, and other platforms to attract younger travelers and digital-savvy guests.
- Increasing Domestic Tourism: Targeting local Thai travelers through staycation packages and F&B promotions.
- Sustainability Trends: Implementing eco-friendly practices (waste reduction, energy-efficient solutions) to appeal to environmentally conscious guests.
- Event and MICE Market: Growing demand for business meetings, conferences, and weddings in Bangkok creates potential for higher F&B and room bookings.

### **Threats**

- Intense Competition: Numerous luxury hotels in the Sukhumvit area (Sheraton, Hyatt, Sofitel, etc.) offer competitive pricing and packages.
- Economic and Political Instability: Fluctuations in Thailand's economy, political uncertainty, or global crises may reduce inbound tourism.
- Changing Consumer Preferences: Guests increasingly expect personalized, tech-driven services, requiring continuous investment in innovation and technology.



- Online Reviews and Reputation Management: Negative feedback on platforms like TripAdvisor or Google can quickly impact the hotel's image and booking rates.

## 5. Objectives of this co-operative studies

The main objective of my CO-OP studies is to gain hands-on experience in a real hospitality environment and to apply the knowledge I have acquired during my academic program to practical situations. This report focuses on my experience as a Marketing Intern at The Westin Grande Sukhumvit Bangkok, with special attention to photo and video content creation, editing, and social media marketing strategies.

### **Significance of the Report**

This report is significant because it highlights how marketing plays a crucial role in the success of a five-star hotel. In today's competitive hospitality industry, digital marketing, visual storytelling, and social media engagement are essential tools for increasing brand awareness, driving bookings, and building long-term customer loyalty. By analyzing the tasks and strategies I was involved in, this report demonstrates how marketing activities directly contribute to a hotel's growth, guest satisfaction, and reputation.

Furthermore, this report serves as a reflection of my learning journey, showing how classroom knowledge of marketing, branding, and customer behavior is applied in a real-world business setting. It also provides insights into the collaboration between different departments, the importance of brand consistency under Marriott International, and the role of creative content in modern hospitality marketing.

### **Reason for Choosing This Topic**

I chose this topic because of my strong interest in visual communication and digital marketing. I wanted to explore how professional photography, videography, and social media campaigns are used to promote a luxury hotel's image and engage with its target audience. Writing this report allows me to document the creative process, the challenges faced, and the solutions developed during my internship, making it a valuable reference for my future career.

By writing on this topic, I aim to inspire other hospitality students to appreciate the importance of marketing in shaping a guest's perception and driving a hotel's business success

## CHAPTER 2: CO-OP STUDY ACTIVITIES

### 1. My Job Description

During my internship at The Westin Grande Sukhumvit Bangkok, I worked in the Sales & Marketing Department as a Content Creator Coordinator Intern. My role involved supporting the hotel's marketing initiatives, creating content that reflects the brand's luxury positioning, and helping maintain a strong presence across digital platforms.

### 2. My Job Responsibilities

**Photo & Video Content Creation:** Captured professional-quality photos and videos of hotel facilities, dining outlets, special events, and seasonal promotions. Assisted in setting up creative shots to showcase the hotel's luxury atmosphere and guest experiences.

**Editing & Post-Production:** Edited images and videos using professional software to ensure brand consistency and high-quality visual presentation. Prepared digital media for use on social media, websites, and in-house digital screens.

**Social Media Management:** Helped plan, schedule, and post content across hotel social media channels (Facebook, Instagram, Tik Tok). Monitored engagement, responded to comments, and gathered insights on trending content to improve future campaigns.

**Marketing Campaign Support:** Assisted the marketing team with brainstorming and executing promotional campaigns, including F&B promotions, festive offers, and hotel stay packages. Collaborated with the F&B and Events teams to gather accurate information and materials for marketing communications.

**Market & Competitor Research:** Conducted research on competing hotels' promotions and social media strategies. Suggested creative ideas to help the hotel remain competitive and attractive to target audiences.

### 3. Activities in coordinating with co-workers

During my recent work activities, I had the opportunity to coordinate closely with my co-workers on several projects.

The first was an afternoon tea promotion photoshoot, where we worked together to set up the scene, arrange props, and ensure that everything was ready for the shoot. It was a collaborative effort, and I enjoyed contributing to the overall preparation and execution.

The second activity involved a community food donation event organized by Bangkok Community Help in collaboration with The Westin Bangkok. I joined the team in helping donate food to underprivileged people. My tasks included assisting with the photoshoot, packing food, and carrying supplies. It was rewarding to contribute not only to the documentation of the event through photography but also to the hands-on work that directly supported the community.

Lastly, I worked overtime on a Saturday to assist with a wedding photo & video shoot alongside my co-workers. I helped with the setup, filming and shooting for social media marketing. This experience allowed me to further develop teamwork skills and understand the demands of event-based media production.

Overall, these activities enhanced my ability to collaborate effectively with colleagues, manage multiple responsibilities, and contribute meaningfully to both professional projects and community initiatives.



#### 4. My Job process diagram

**Figure 10: Job Process**



#### 5. Contributions as Co-Op student in the Company

As a Marketing Officer Intern, I contributed to the Sales & Marketing Department by supporting various initiatives that enhanced the hotel's brand visibility and guest engagement. My contributions were practical, creative, and aligned with the hotel's mission to deliver exceptional hospitality experiences.

**Content Creation & Brand Representation:** Captured professional-quality photos and videos of hotel rooms, restaurants, events, and seasonal promotions, which were used across the hotel's social media platforms and marketing materials. Edited content to ensure it met Marriott International's global branding standards, maintaining consistency and high-quality visual presentation.

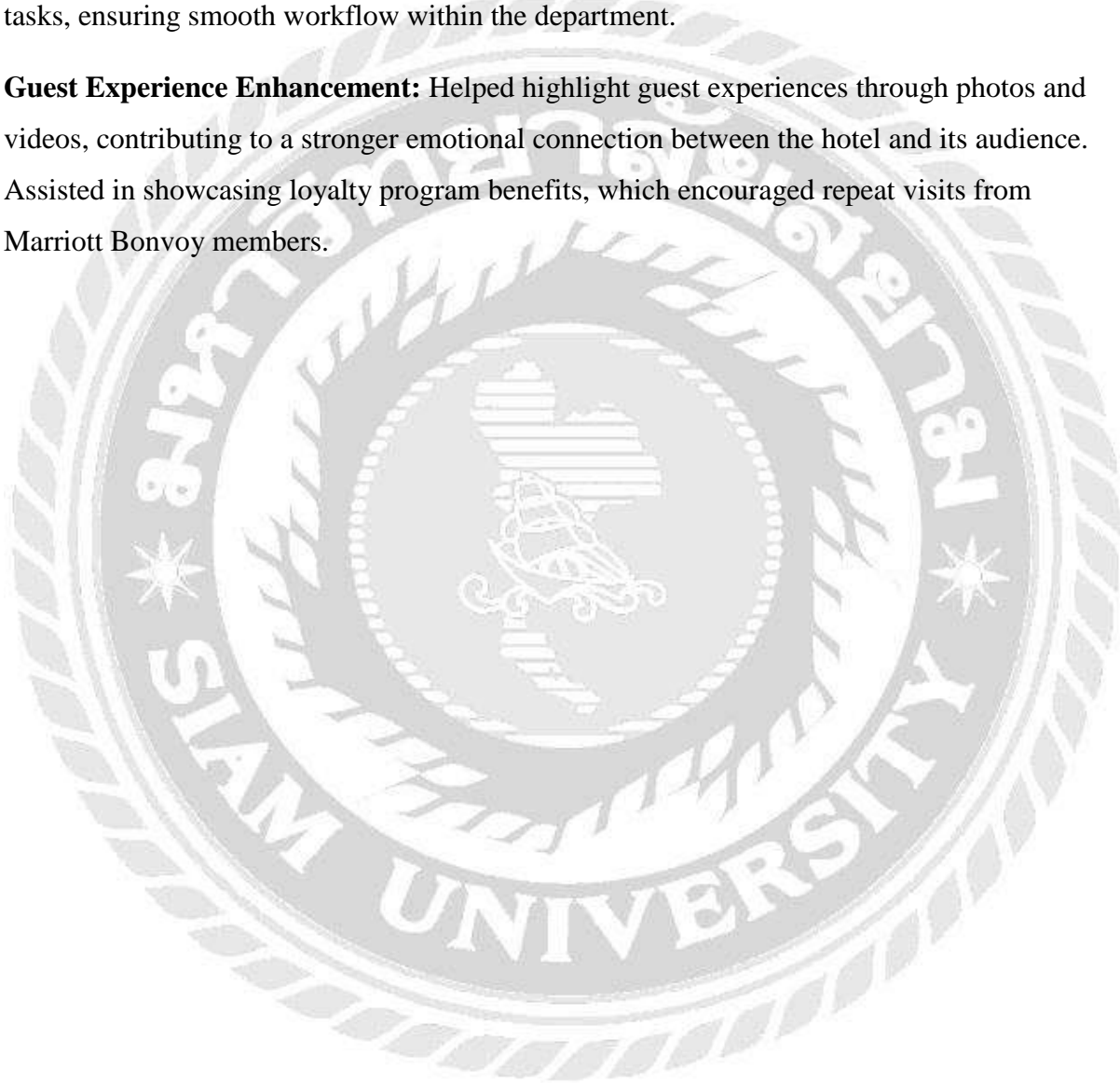
**Social Media Engagement:** Assisted in scheduling and posting content on Facebook, Instagram, and Tik Tok. Helped improve engagement by suggesting creative captions, hashtags, and timing strategies that aligned with audience activity patterns.

**Support for F&B Promotions and Events:** Collaborated with the F&B and Banquets teams to promote special dining events (buffets, seasonal menus, wine pairings). Provided real-time coverage through stories and posts to generate excitement and drive last-minute reservations.

**Market and Competitor Research:** Conducted benchmarking research on competitors' social media strategies and pricing to identify trends and opportunities for improvement. Presented findings to the marketing team, helping them shape future campaigns and stay competitive.

**Team Collaboration:** Actively participated in team meetings and contributed fresh ideas for upcoming campaigns. Supported co-workers during busy periods by taking on additional tasks, ensuring smooth workflow within the department.

**Guest Experience Enhancement:** Helped highlight guest experiences through photos and videos, contributing to a stronger emotional connection between the hotel and its audience. Assisted in showcasing loyalty program benefits, which encouraged repeat visits from Marriott Bonvoy members.



## CHAPTER 3: LEARNING PROCESS

### 1. Problems/issues of the Company

During my internship at The Westin Grande Sukhumvit Bangkok, I identified the following issues:

- **Lighting Challenges** - The lighting in certain areas of the hotel is too yellow, making it difficult to capture high-quality photos and videos for marketing purposes.
- **Limited Access to Professional Editing Tools** - The available software is basic and does not allow for advanced editing, which can affect the final quality of marketing materials.
- **Lack of Regular Guest Engagement Activities** - The hotel does not host enough weekly events or activities that could create excitement for guests and generate fresh content for social media.

### 2. How to solve the problems

To overcome these issues, I recommend:

- **Improving Lighting Conditions** - Adjust the lighting setup in key photo and video areas to use more neutral or daylight-balanced lighting, ensuring better visual quality for marketing content.
- **Providing Professional Editing Software** - Equip the marketing team with pro-level editing tools (e.g., Adobe Premiere Pro, Lightroom, or Final Cut Pro) to enhance the quality and consistency of photos and videos.
- **Organizing Weekly Guest Events** - Host regular activities such as themed dinners, cocktail nights, cultural showcases, or live music sessions. These events will create excitement for guests, improve their overall experience, and generate fresh, engaging content for marketing campaigns.

### 3. Recommendations to the Company

Based on my internship experience at The Westin Grande Sukhumvit Bangkok, I would like to recommend the following points to further strengthen the hotel's marketing efforts:

#### **Expand Social Media Presence**



Increase engagement on emerging platforms like Tik Tok and YouTube Shorts by posting more behind-the-scenes and lifestyle content.

Use user-generated content (UGC) from guests to create more authentic and relatable posts.

### **Leverage Data Analytics**

Track the performance of posts and campaigns more frequently to understand what type of content performs best.

Adjust strategies based on analytics to maximize reach and engagement.

### **4. What you have learned during the Co-Op studies**

This internship provided me with valuable real-world exposure to the hospitality and marketing industry. I learned:

- How a five-star hotel's Sales & Marketing Department functions and coordinates with other departments.
- The importance of brand consistency under Marriott International's standards.
- The role of marketing in driving revenue growth, guest engagement, and customer loyalty.
- How to work under pressure, manage multiple tasks, and deliver results within deadlines.

### **5. How you applied the knowledge from coursework to the real work situation**

My academic coursework in Marketing, Consumer Behavior, and Digital Media was directly applicable to my internship tasks. For example:

- Marketing Principles helped me understand the 4Ps (Product, Price, Place, Promotion) while planning and supporting campaigns.
- Consumer Behavior allowed me to consider guest preferences when brainstorming creative ideas for content.
- Digital Media & Communication courses helped me create visually appealing social media posts and captions tailored to specific audiences.
- Hospitality Operations knowledge allowed me to better understand how different departments collaborate to create a seamless guest experience.

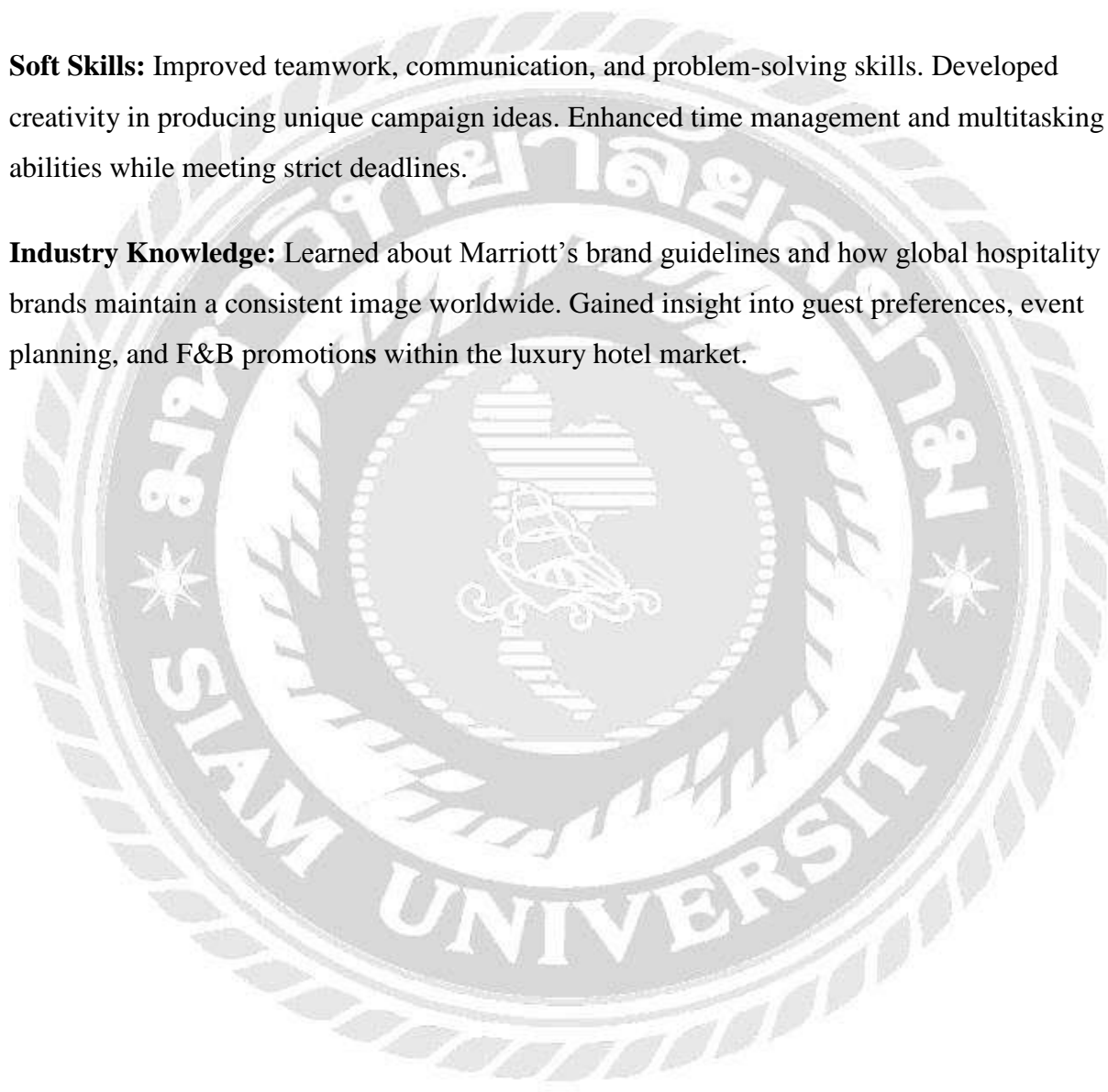
## 6. Special skills and new knowledge you have learned from this Co-Op studies

Throughout my internship, I developed several new skills and knowledge areas, including:

**Technical Skills:** Photography and videography techniques for professional hospitality marketing. Editing photos and videos using tools like Adobe Photoshop, Premiere Pro, or Canva. Social media scheduling, monitoring, and engagement analytics.

**Soft Skills:** Improved teamwork, communication, and problem-solving skills. Developed creativity in producing unique campaign ideas. Enhanced time management and multitasking abilities while meeting strict deadlines.

**Industry Knowledge:** Learned about Marriott's brand guidelines and how global hospitality brands maintain a consistent image worldwide. Gained insight into guest preferences, event planning, and F&B promotions within the luxury hotel market.



## CHAPTER 4: CONCLUSION

### 1. Summary of highlights of My Co-Op Studies at this Company

My Co-Op studies at The Westin Grande Sukhumvit Bangkok have been an invaluable learning experience, offering me the chance to work in a real-world five-star hotel environment. The highlights of my internship include:

- Participating in photo and video content creation for social media campaigns and hotel promotions.
- Gaining exposure to Marriott International's global marketing standards and understanding how these are implemented at the property level.
- Working with a professional marketing team and contributing to seasonal campaigns, F&B promotions, and special event coverage.
- Learning about cross-departmental collaboration with F&B, Events, and Front Office teams to gather information for marketing communications.
- Experiencing firsthand how marketing strategies influence guest engagement, bookings, and brand image.

### 2. My evaluation of the work experience

Overall, my work experience at The Westin Grande Sukhumvit was both challenging and rewarding.

- Professional Development: I gained confidence in my ability to work in a corporate hospitality environment, handle deadlines, and contribute to a professional team.
- Practical Skills: I improved my skills in photography, video editing, and social media marketing, which are essential in today's competitive digital landscape.
- Industry Insight: I learned how luxury hotels attract and retain guests through marketing strategies, loyalty programs, and brand consistency.
- Teamwork & Communication: I developed strong interpersonal skills by working with colleagues from diverse backgrounds and different departments.

This experience has strengthened my interest in pursuing a career in hospitality marketing and confirmed that this field aligns with my skills and passion.

### 3. Limitation of My Co-Op Studies

While my internship was a great experience, during my co-op placement as a Photo and Video Marketing intern at a hotel, I encountered several limitations that affected my overall learning experience. One of the main challenges was the limited creative freedom, as all marketing materials had to follow the hotel's branding guidelines and management approval. This sometimes restricted my ability to explore new photography or video concepts.

I also faced resource limitations, as professional equipment and software were not always accessible, which sometimes affected the final quality of the projects. In addition, coordinating with different hotel departments and guests for photo or video shoots was challenging due to scheduling conflicts and operational priorities.

Lastly, I had limited access to marketing performance data, which made it difficult to analyze how my visual content contributed to the hotel's overall marketing results.

Despite these challenges, each limitation taught me valuable lessons about adapting to real-world work environments and maintaining professionalism in the face of constraints.

### 4. Recommendations for the Company

To strengthen the marketing efforts at The Westin Grande Sukhumvit Bangkok, I recommend expanding the hotel's social media presence by increasing engagement on platforms like TikTok and YouTube Shorts, sharing more behind-the-scenes and lifestyle content, and utilizing user-generated content for authenticity. Additionally, leveraging data analytics to track and adjust content performance will help maximize reach and engagement. Finally, encouraging greater intern participation by allowing them to present ideas and contribute creatively to live campaigns will not only provide fresh perspectives for the company but also help interns develop valuable leadership skills.



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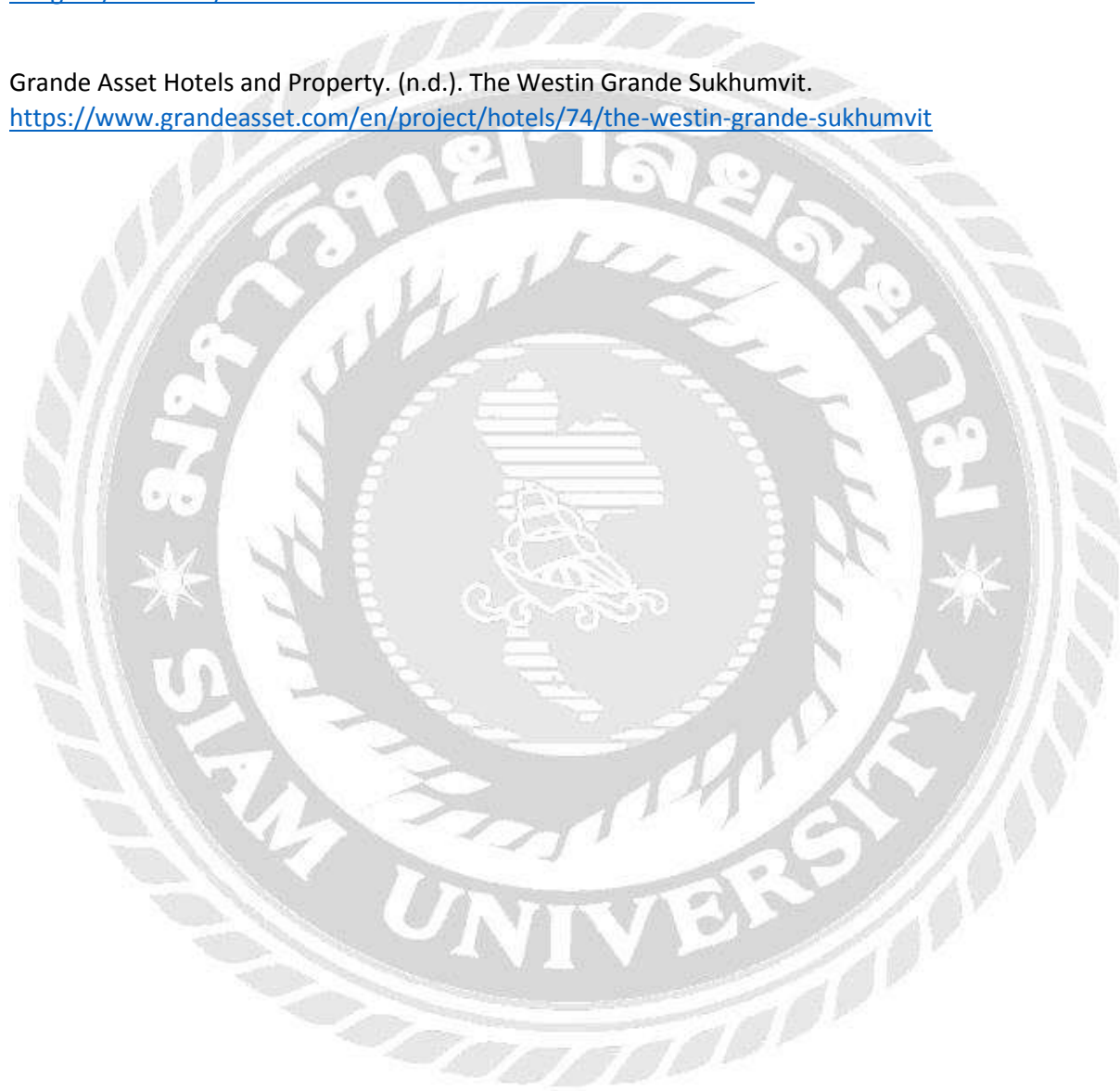
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## APPENDICES

### My Job Weekly Program Record

Week 1				
Monday (1/9/25)	Tuesday (2/9/25)	Wednesday (3/9/25)	Thursday (4/9/25)	Friday (5/9/25)
-	Learn how hotel marketing working	Shot a lunch buffet photo and edit for digital marketing	Shot a lunch buffet photo and edit for digital marketing	Take videos and edit video content for video reel

Week 2				
Monday (8/9/25)	Tuesday (9/9/25)	Wednesday (10/9/25)	Thursday (11/9/25)	Friday (12/9/25)
Design for Christmas and Wedding	Learn Marriott Bonvoy membership find members	Research hotels information for global marketing plan	Research hotels information for global marketing plan	Learn photo & video shot and poster design

Week 3				
Monday (15/9/25)	Tuesday (16/9/25)	Wednesday (17/9/25)	Thursday (18/9/25)	Friday (19/9/25)
Plan photo & video references design for shooting on 19th	Edit photos and assist my supervisor to print out F&B menu design	Editing and make a design	Edit photos, videos and assist my supervisor	Photo & video shooting at Afternoon Tea for discount promotion

Week 4				
<b>Monday</b> <b>(22/9/25)</b>	<b>Tuesday</b> <b>(23/9/25)</b>	<b>Wednesday</b> <b>(24/9/25)</b>	<b>Thursday</b> <b>(25/9/25)</b>	<b>Friday</b> <b>(26/9/25)</b>
Learn overall Corporate, Wholesales, Catering, MICE	Photo edit and make PowerPoint presentation design, attend F&B meeting	Leave for pick up visa approval letter at university	Leave for visa extension	Make photo design

Week 5				
<b>Monday</b> <b>(29/9/25)</b>	<b>Tuesday</b> <b>(30/9/25)</b>	<b>Wednesday</b> <b>(1/10/25)</b>	<b>Thursday</b> <b>(2/10/25)</b>	<b>Friday</b> <b>(3/10/25)</b>
Create Press Release	Learn overall about Catering and E- Commerce online travel	Photo shoot at the Westin food donation event	Photo shoot breakfast buffet and edit	Photo edit and make design

Week 6				
<b>Monday</b> <b>(6/10/25)</b>	<b>Tuesday</b> <b>(7/10/25)</b>	<b>Wednesday</b> <b>(8/10/25)</b>	<b>Thursday</b> <b>(9/10/25)</b>	<b>Friday</b> <b>(10/10/25)</b>
Edit design for F&B department	Kisso restaurant photo shoot, photo edit and	Make references for video shooting	Sick Leave	Sick Leave

	attend F&B meeting			
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Week 7				
Monday (13/10/25)	Tuesday (14/10/25)	Wednesday (15/10/25)	Thursday (16/10/25)	Friday (17/10/25)
Public Holiday	Photo edit and make design	Photo edit and make design	Learn Marriott database	Make designs

**18/10/23 (Saturday) Half Day photo and video shoot at wedding event**

Week 8				
Monday (20/10/25)	Tuesday (21/10/25)	Wednesday (22/10/25)	Thursday (23/10/25)	Friday (24/10/25)
Photo Shoot And Create Menu Artwork	Make PowerPoint for Lunch Menu	Schedule events booking	Public Holiday	Photo edit and make artwork designs

Week 9				
Monday (27/10/25)	Tuesday (28/10/25)	Wednesday (29/10/25)	Thursday (30/10/25)	Friday (31/10/25)
Presentation at University	Photo edit and make artwork designs	Photo edit and make artwork designs	Photo edit and make artwork designs	Photo & video shoot at Halloween theme dinner buffet

Week 10				
Monday (3/11/25)	Tuesday (4/11/25)	Wednesday (5/11/25)	Thursday (6/11/25)	Friday (7/11/25)
Photo edit and make artwork designs	Photo edit and make artwork designs	Create story book for video shooting	Videos edit for reels	Photo edit and make artwork designs

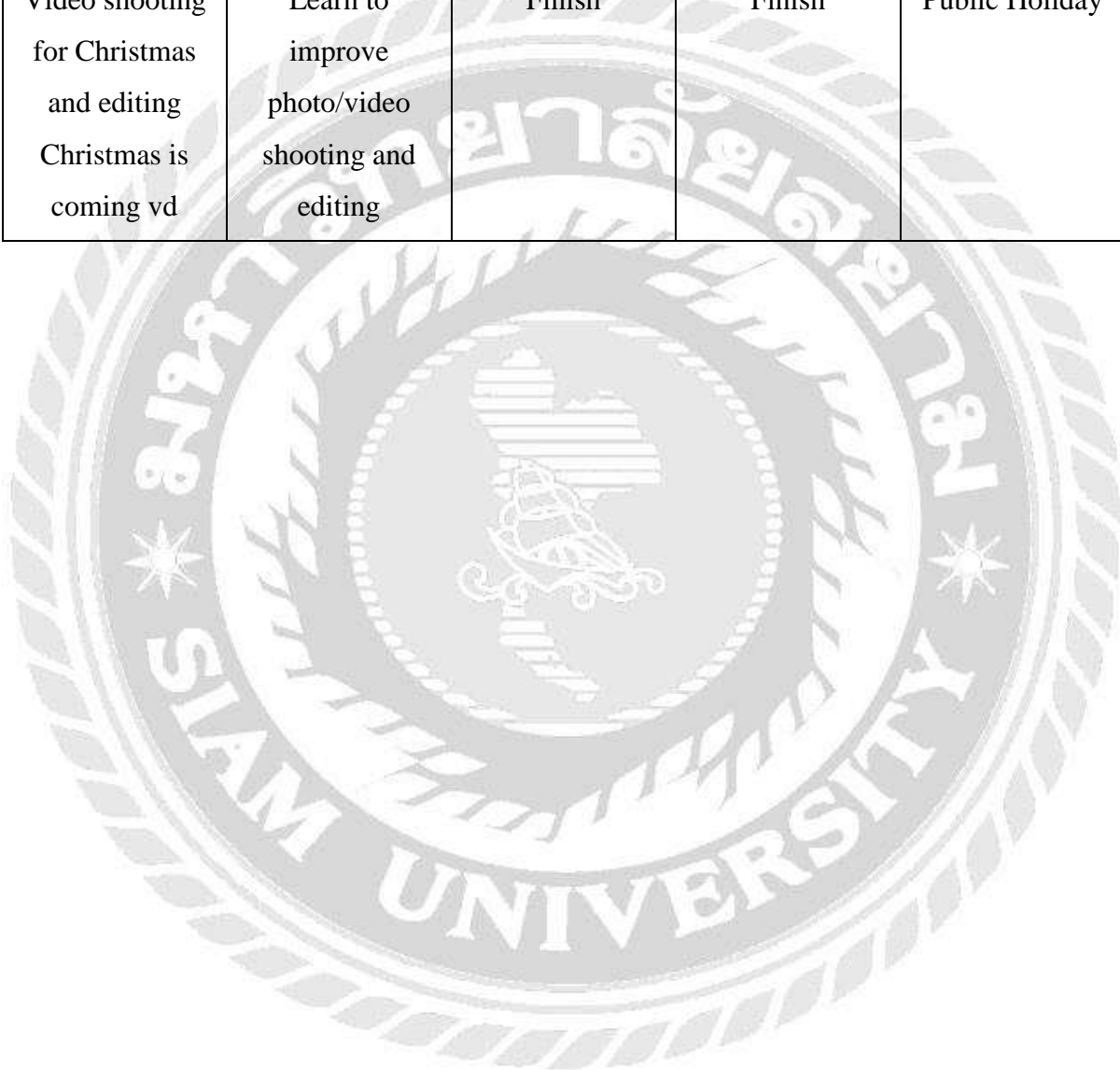


<b>Week 11</b>				
<b>Monday (10/11/25)</b>	<b>Tuesday (11/11/25)</b>	<b>Wednesday (12/11/25)</b>	<b>Thursday (13/11/25)</b>	<b>Friday (14/11/25)</b>
Photo edit and make artwork designs	Setup for Hotel associate photo shoot	Photo edit and make artwork designs	Pomo Photo and video shooting at Zest Bar	Photo & video edit and artwork for Zest bar promo

<b>Week 12</b>				
<b>Monday (17/11/25)</b>	<b>Tuesday (18/11/25)</b>	<b>Wednesday (19/11/25)</b>	<b>Thursday (20/11/25)</b>	<b>Friday (21/11/25)</b>
Attend university class	Edit Video and attend marcom meeting	Edit photo and Paper recycling	Learn to improve photo/video shooting and editing	Learn to improve photo/video shooting and editing

<b>Week 13</b>				
<b>Monday (24/11/25)</b>	<b>Tuesday (25/11/25)</b>	<b>Wednesday (26/11/25)</b>	<b>Thursday (27/11/25)</b>	<b>Friday (28/11/25)</b>
Attend university class	Learn to improve photo/video shooting and editing	Christmas tree setup video shooting	Edit Christmas video clips	Video shooting at Kisso and for Christmas promo

Week 14				
Monday (1/12/25)	Tuesday (2/12/25)	Wednesday (3/12/25)	Thursday (4/12/25)	Friday (5/12/25)
Video shooting for Christmas and editing Christmas is coming vd	Learn to improve photo/video shooting and editing	Finish	Finish	Public Holiday





**Figure 11: My Certificate of Completion**



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2<sup>nd</sup> December 2025

### TO WHOM IT MAY CONCERN

This is to certify that **Mr. Khant Tain San**, a student of *Siam University*, has participated in a working experience program with *The Westin Grande Sukhumvit, Bangkok* in the following area:

**Sales & Marketing Department (Marketing Communications);**

**From 2<sup>nd</sup> September – 2<sup>nd</sup> December 2025**

During the time he obtained practical training with us, we did receive his utmost effort, dedication, and hard work.

We wish him every success in his future career.

Yours sincerely,



Jarunee Buranachai  
Assistant HR & Training Manager