

CASE STUDY CHALLENGE *MARKETING*

EVENT SITUATION

COMPANY BACKGROUND

While many hotels attract customers based on their top-notch amenities, proximity to tourist spots and entertainment, and relaxation factor, HOTEL SPECTER attracts guests for an entirely different reason. Built in 1841, HOTEL SPECTER is one of the oldest hotels still operating in Texas. Located about 30 miles west of San Antonio, Texas, HOTEL SPECTER sits in a quaint town with a population of 2,700.

Boasting 112 rooms and suites, HOTEL SPECTER averages 40% occupancy Sunday-Thursday, and 65% occupancy on Friday and Saturday nights. Ownership has just made a large investment to re-vitalize the property but fear they might be forced to sell if business doesn't turn around as they head towards Halloween – their busiest time of the year.

You're probably thinking, why is Halloween so important to HOTEL SPECTER? Patrons have long depicted stories of spirits, phantasms, and energies throughout their stay. These occurrences have sparked several ghost hunting tours to make HOTEL SPECTER a popular stop, and accounts for roughly 20 percent of their annual business. Skeptics have also made HOTEL SPECTER a frequent visit, as to dispel the belief that the facility is haunted.

Along with the 170-year-old hotel, the grounds feature a cornfield maze, woods with a winding trail leading to a creek, and a cleared pasture that hosts a small fair the last week of October.

Each Case Study Challenge will provide a different role and challenge for you to solve. Be sure to sign up for each competition, and work to save HOTEL SPECTER.

MARKETING CHALLENGE

Your Role: Director of Marketing & Events

Judge Role: General Manager

Task: Create a slogan and marketing strategy to draw guests to HOTEL SPECTER, both now and in the future

Performance Indicators:

- Explain Marketing and its importance in a global economy (MK:001) (CS)
 - Idea: Set the stage for the need to market.
- Describe Marketing functions and related activities (MK:002)(CS)
 - Idea: Discuss what these functions mean to the business.
- Explain types of advertising media (PR:007)(SP)
 - Idea: Detail some possible marketing outlets.
- Explain the importance of coordinating elements in advertisements (PR:251)(SP)
 - Idea: Why should this be a cohesive campaign?

FINANCE CHALLENGE BEGINS SEPTEMBER 29, 2021

CASE STUDY CHALLENGE
MARKETING

JUDGE'S EVALUATION FORM

DID THE PARTICIPANT:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
1.	Explain Marketing and its Importance in a Global Economy?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
2.	Describe Marketing Functions and Related Activities?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
3.	Explain Types of Advertising Media?	0-1-2-3-4-5	6-7-8-9-10	11-12-13-14	15-16-17-18	
4.	Explain the Importance of Coordinating Elements in Advertisements?	0-1-2-3-4-5	6-7-8 9-10	11-12-13-14	15-16-17-18	
5.	Reason Effectively and use Systems Thinking?	0-1	2-3	4-5	6-7	
6.	Communicate Clearly?	0-1	2-3	4-5	6-7	
7.	Show Evidence of Creativity?	0-1	2-3	4-5	6-7	
8.	Overall Impression and Solution to the Prompt	0-1	2-3	4-5	6-7	
TOTAL SCORE						