

SAMPLE CASE STUDY—MARKETING

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentation. The judges will play the roles of the five general managers at Coastal Hotel Group. You will play the role of the marketing managers who are proposing the marketing strategy.
4. Each team member will be given two note cards.
5. Cover all the points described in the case and be prepared to answer questions posed by the judges.
6. All team members must participate in the presentation as well as answer the questions.

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function and identify the major purpose of advertising
- Explain the impact of the Internet on marketing
- Discuss the role e-commerce will play in the marketing of goods and services
- Identify issues and trends in retailing
- Explain the importance of planning the limited marketing budget for a retail store

CASE STUDY SITUATION

Coastal Hotel Group is a small family owned collection of five hotels along the coast. The hotels are a mix of full service and select service, a mix of flagged and unflagged hotels. Each has its own very unique personality.

All five hotels run at 100% occupancy every weekend, 52 weeks a year. Some weekends are so highly demanded that they place a three-night minimum on rooms, and people will pay the extra night even if they don't stay just to have a room for the weekend.

The hotels run an average of 20% occupancy during the week.

Independently, none of them are large enough or have a large enough budget to launch a full-scale marketing plan to fill their rooms during the midweek times. The only way for them to successfully market to the consumers who will stay midweek is to pool their dollars as an entire company and launch a plan that will have a positive impact on all of them.

The general managers share concern that it is very difficult to market hotels that are so distinct. Two are all suite properties, another is a historic property, and two are flagged as economical properties. Some are ocean front, some are ocean view, and some are downtown.

You need to come up with a marketing strategy that will meet the needs of the entire family of hotels and produce results for each independent hotel while allowing them to maintain their unique personalities.

THINGS TO CONSIDER

- The company currently does not have a guest loyalty program
- The company currently does not have a central reservations department
- The company does have dedicated toll-free phone numbers to use to measure advertisement effectiveness
- The company does have a strong online booking agent and very refreshed websites for each hotel
- Each hotel operates independently, which best practices are attempted to be replicated across all individual properties