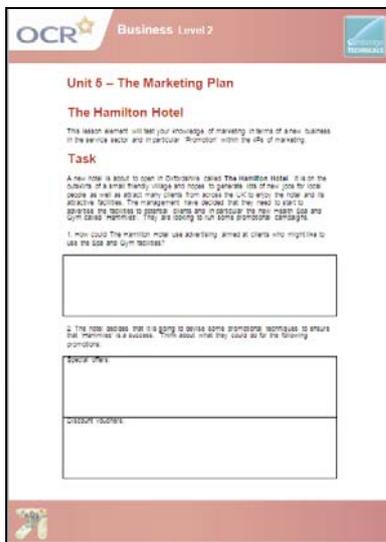


## Unit 5 – The Marketing Plan

### The Hamilton Hotel

#### Instructions and answers for Teachers

These instructions should accompany the OCR resource 'The Hamilton Hotel' which supports the OCR Level 2 Cambridge Technical Certificate in Business Unit 5 – The Marketing Plan.



The screenshot shows the OCR Business Level 2 resource page for 'The Hamilton Hotel'. It includes the OCR logo, the unit title 'Unit 5 – The Marketing Plan', and the specific resource title 'The Hamilton Hotel'. The page contains introductory text about the lesson element, a 'Task' section with a paragraph about a new hotel opening, and two numbered questions for students to answer. The first question asks for advertising aimed at clients who might like to use the SPA and Gym facilities. The second question asks for promotional techniques to attract the maximum number of bookings for the following promotion. There are two text input boxes provided for answers.

**Associated Files:**  
The Hamilton Hotel

**Expected Duration:**  
Task – approx. 30 minutes

This lesson element will test learners' knowledge of marketing in terms of a new business in the service sector and in particular 'Promotion' within the 4Ps of marketing.



## Task

A new hotel is about to open in Oxfordshire called **The Hamilton Hotel**. It is on the outskirts of a small friendly village and hopes to generate lots of new jobs for local people as well as attract many clients from across the UK to enjoy the hotel and its attractive facilities. The management have decided that they need to start to advertise the facilities to potential clients and in particular the new Health Spa and Gym called '*Hammies*'. They are looking to run some promotional campaigns.

1. How could The Hamilton Hotel use advertising aimed at clients who might like to use the Spa and Gym facilities?

They could produce a brochure and send it to local people within a certain mileage from the hotel, buy into a mobile app like 'Groupon' to target people for a short period of time, purchase lists of potential clients from a company for phone, email and addresses details.

2. The hotel decides that it is going to devise some promotional techniques to ensure that '*Hammies*' is a success. Think about what they could do for the following promotions:

Special offers:

BOGOF offers, 3 sessions for the price of 2 session, Buy ten months membership get two months free.

Discount vouchers:

20% off your next visit.

Sponsorship:

Only stock certain brands of drink/snacks so that the company will help to 'sponsor' the organisation.



Free gifts:

Spend £50 on 'products' (in the spa area) and get a free gift.

Loyalty:

Introduce a friend and get £50 high street retailer vouchers or £30 online retailer vouchers

Competitions:

Enter a competition such a 'Quiz' to receive a free meal at the restaurant.

3. How could The Hamilton Hotel evaluate if the promotions that they have devised have worked for their new business? Discuss as a group and outline your findings below:

The Hotel would be able to judge if the marketing promotions had been successful if their sales and profits had increased as well as the amount of regular repeat clients they had visiting to use the facilities. They would also be able to evaluate which promotional techniques had been the most successful by recording how many competition entries were received, how many free gifts were given out etc.



*This activity offers an opportunity for English skills development.*

## LESSON *Elements*

**The building blocks you need to construct informative and engaging lessons**

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