

Running head: Case Study #2

Case Study #2

Dr. J. Petrick

RPTS 202

January 19, 2005

## TITLE OF PAPER

{All margins should be one inch. Paper should be double spaced, with a 12 point font.

New paragraphs should be indented one half inch.}

## INTRODUCTION

The first section should define what you are attempting to do, and why (i.e., you are preparing a report which describes the process you will utilize to market new amenities, and will be suggesting the messages/mediums to be used to promote these amenities). You should also define your target markets (three) in this section, and state why you will target these patrons. Further, the marketing process should be outlined (see slides on "[Marketing Plan](#)" on our web page). While all sections of the marketing process will not be utilized in the current case study, a full outline of the process is requested.

## AMENITY #1

The first amenity which I believe would be beneficial to Gig 'em resorts is a sports bar. Since golf travelers have been shown to be motivated to take golf vacations to receive a "change from routine" (Petrick & Backman, 2001) it is believed that the message delivered to promote the new sports bar should portray how different a golf vacation is from potential golf travelers' everyday lives. I suggest messages which show the daily routine of people at work, contrasted with follow-up messages showing the excitement of the new sports bar at Gig 'em resorts.

I believe the best medium for this advertising campaign would be golf related magazines (i.e., Golf Digest and/or Golf Magazine). Golf related magazines are suggested because they will allow you to reach a wide range of one of your target markets (Golf Travelers) without having to pay for television time. The magazine ads could be two pages, with the first showing a boring

day at the office, and the second page showing the excitement of spending time at Gig ‘em Resorts sports bar.

#### AMENITY #2

See amenity #1. Utilize a different source than amenity #1.

#### AMENITY #3

See amenity #1. Utilize a different source than amenity #1 or #2.

#### CONCLUSION

This section should summarize the work of the entire case study. It should briefly state the three messages/mediums chosen, and the target markets which each message is intended for. It should also include a statement of why you believe the findings may be useful.

## REFERENCES

Grewal, D., Monroe, K.B. & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value and behavioral intentions. Journal of Marketing, 62 (2), 46-59.

Hatcher, L. H. (1996). A Step by Step Approach to Using the Sas System for Factor Analysis and Structural Equation Modeling. Cary, NC: SAS Institute Inc.

Petrick, J.F. & Backman, S.J. (2001). An examination of the construct of perceived value for the prediction of golf travelers' intentions to revisit. Journal of Travel Research, 41, 72-106.