



10-Minute Critical Thinking Activities for the World of Work

by

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Marketing the Special Occasions Hotel

Scenario 6

Georgia Jones is the director of marketing for the Special Occasions Hotel, a 300-room hotel/convention center. It is located in a growing Midwestern city with a population of approximately 200,000. The hotel has been completely remodeled. Additional convention space of 100,000 square feet and meeting rooms offering the latest technology are two highlights of the remodeling. A unique coffee shop and a four-star restaurant provide fine dining at the Special Occasions Hotel. Located downtown, the hotel offers ample parking, including a parking garage for guests. Three major airlines fly into the city, which is known for the warm hospitality of its people and its lively entertainment, including a children's zoo, a center for the performing arts, and a unique outdoor market that is open from May through October. The city also has an extremely low crime rate.

Items for Consideration

1. If you were the director of marketing for the Special Occasions Hotel, what five features would you emphasize to attract national business to your hotel?
2. What additional services could the hotel initiate to attract more conventions?
3. What are some of the drawbacks of this hotel/convention center? In what way are they drawbacks?
4. What kind of special promotions might attract national conventions to the Special Occasions Hotel?





The Magic Transcript

Scenario 22

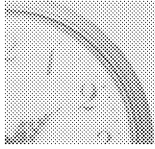
Nancy and Denny are both seniors at Southern University. They are considering marriage. However, graduation is only a few weeks away, and Denny's GPA is too low for him to graduate with a teaching degree. He wants to graduate with Nancy so that they can pursue their future together.

Nancy works part-time in the transcript office of the university. It is her job to input students' grades on their transcripts. Denny has been pressuring her to change his grades.

One night Nancy agrees to stay late at work to input a backlog of grades. Because no one else is working late on this particular night, it would be the ideal time to put better grades on Denny's transcript. Nancy has already calculated that Denny needs three A's in place of D's to raise his GPA to 2.5. This would enable him to graduate with the teaching degree he so much wants.

Items for Consideration

1. What ethical dilemma does Nancy face?
2. What could happen to Nancy if she changes Denny's transcript?
3. Who is likely to discover the changed transcript first?
4. What is another way that Nancy could help Denny?



The Ugly American

Scenario 37

Pete works for a company that is involved in international business. Clients from other countries often visit the office, and many of Pete's co-workers have traveled abroad on business. Indeed, Pete hopes that in time he too will get a chance to travel. Last week he attended a company seminar titled "The Ugly American." The intent of the seminar was to make employees aware of appropriate and inappropriate behavior when dealing with people from other countries.

Items for Consideration

1. Why do you think the seminar was called "The Ugly American"?
2. If you were planning this special training seminar, what topics would you include? Why?
3. Why is it important for employees who travel abroad to attend this seminar?
4. What kind of assumptions might people in other countries make about visiting Americans?
5. Would it be valuable to have people from other countries speak at the training seminar? Why or why not?

