



Debuting Fall 2014

VIRTUAL BUSINESS CHALLENGE

HOTEL MANAGEMENT PILOT

Topics:

1. *Pricing & Revenue Management*
2. *Group Sales*
3. *Marketing*
4. *Customer Service: Front Desk & Beyond*
5. *Customer Service: Social Media Feedback*
6. *Operations: Restaurant & Culinary*
7. *Operations: Banquets & Meetings*
8. *Operations: Housekeeping*
9. *Financial Reports*
10. *Monitoring Competitors*

Developed in partnership with

THE J. WILLARD AND ALICE S.
MARRIOTT FOUNDATION

