|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  | | --- | | **COURSE SYLLABUS** |     **MARKETING AND SALES IN THE HOSPITALITY INDUSTRY**  HFT 2500 – CRN 30440  **Summer 2016 Professor Nelson Placa  Valencia College**   |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | | |  |  | | --- | --- | | **Meeting Day:** Tuesdays | **Hours:** 10:00am – 12:50pm | | **Office Phone:** (321) 682-4387 / **Cell:** (407) 433-4436 | **Classroom:** WC09 – 127 | | **E-mail:** [nplaca2@valenciacollege.edu](mailto:nplaca2@valenciacollege.edu) | **Credit:** Three (3) Credit Hours | | **Office Hours:** Available Upon Request | **Office:** 3-340 (Osceola Campus) |   **IVESRIPTION** |  |  | | --- | | **COURSE DESCRIPTION** |  |  |  |  | | --- | --- | --- | | This course will prepare students to develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b) planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan.   |  | | --- | | **COURSE OBJECTIVES** |   **General Objectives**  After successfully completing this course, you should be able to provide **basic** skills, and knowledge of Marketing with specific examples (case studies) in the hospitality and tourism industry.    **Specific Objectives**   * Understanding the Hospitality and Tourism Marketing Process * Developing Hospitality and Tourism Marketing Opportunities & Strategies * Developing the Hospitality and Tourism Mix * Managing Hospitality and Tourism Marketing * How does Social Media impact marketing in the hospitality business | | | **TEXTBOOK** |   [Textbook: Marketing For Hospitality & Tourism - ISBN 9780132784023](http://www.neebo.com/Content/CoverImages/Large/9780132784023.jpg)  Required Textbook:  Marketing for Hospitality and Tourism – 6th Edition  Philip Kotler, John T. Bowen, & James C. Makens  ISBN# 978-0-13-278402-3     |  | | --- | | **COURSE ORGANIZATION** |   This course is divided into 5 categories which will consist of the final grade for college credit:   1. Three Progress Tests 30% 2. Final Exam 30% 3. UViews Project 15% 4. Marketing Project 15% 5. Assignments “Discussions” 10%  |  | | --- | | **GENERAL GRADING SCALE** |      * A 90-100 * B 80-89 * C 70-79 * D 60-69 * F 59 and below  |  | | --- | | **ASSIGNMENT OVERVIEW** |   **Readings and Assignments:** Students are expected to complete each week’s readings prior to participating in the respective online discussion assignments.  **Discussion postings** should be completed by the deadlines listed in the schedule below. Grades for discussion posts will be based on punctuality as well as on the quantity and quality of the posts and responses. Students are expected to read and respond to at least two (2) classmates’ posts, with the goal of extending the discussion further. Responses such as “good post” or “I agree” that do not contribute to advancing the discussion will be graded accordingly.  All discussions will be posted through Blackboard <https://learn.valenciacollege.edu/>. Please note that late submissions will NOT be accepted for discussion board forums.   |  | | --- | | **CLASSROOM POLICIES** |   **Attendance:**  Attendance is mandatory. Vacations, illnesses, and work schedules do not absolve you from  your classroom obligations. So, while due consideration is given to circumstances beyond  the student’s control on the way to class, an absence cannot be designated as “excused” or “unexcused” – it simply “is.” Any student who misses more than **three** classes will be  withdrawn. You need to be in class in order to pass this class. A good excuse does not  excuse you from this policy; this includes your manager scheduling you to work when you should be in class. Excessive lateness or regularly leaving early will count as an absence.  Valencia’s attendance policy is that a student will be present for all class meetings.  **Make-up Exams:**  Make-up exams will be given for emergency situations provided the Professor is notified in advance. Upon your absence and its approval, the exam will be placed in the testing center, located in the University Center (Building 11, Room 142). Exams must be taken the day before the next class meeting. Any test missing will have an adverse effect on your grade, and the make-up test will not be given unless approved by the Professor prior to the date of the scheduled test. Notification must be by phone, not by e-mail, please leave a message if I am unavailable. All tests including the Final Exam will be taken on a GREEN SCANTRON form and requires a #2 Pencil. ***Late projects/ or assignments will be penalized 5 points per day late including week-ends.***  **Cell Phones, Computers and Other Electronic Material:** Cell phones, computers and all other electronic devices cannot be used in class. No exceptions.  **Academic Accommodations:**  **“**Students with disabilities who qualify for academic accommodations must provide a letter from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).”  **Academic Honesty:**  Each student is expected to do his or her own work, unless otherwise specified. Cheating will not be tolerated and will result in an automatic “0” on the exam or assignment.  **Student Assistance Program:**  Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work BayCare Behavioral Health Student Assistance program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. This number is also located on the back of your Valencia Student ID. Free face to face counseling is also available.  **Final Exam:**  Final exam is required to complete course. A student, who fails to take the final exam, will receive a “0” zero score with no opportunity for a make-up. All students are required to complete all coursework or they will receive a grade of “0” zero for any work not submitted, unless it is an optional assignment.  **Withdrawal Policy:**  The withdrawal policy date for the semester is **\_\_July 8, 2016\_\_**. If a student withdrawals before the date, they will receive a “W”. After this date, the grade assigned will be based on the student’s academic achievement in class and the actual work completed.  **Extra Credit Policy:**  Extra Credit assignments, if offered, will be designed to extend the material learned in class. Extra Credit assignments will never be made available to a single individual student without being extended to the entire class. Due dates for extra credit will be strictly enforced. Late extra credit will receive no credit regardless of the lateness policy.  **Institutional Core Competencies:**  The following Valencia Student Competencies will be reinforced throughout the entire course:  **THINK –** Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.  **VALUE** – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.  **COMMUNICATE –** Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.  **ACT** – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.  **Disclaimer -** Changes in the syllabus, schedule, and or college policy may be made at any time during the semester per the Professor’s discretion.   |  | | --- | | **COURSE SCHEDULE** |      |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Week** | **Date** | **Assignment Topic** | **Text** | **Test** | | 1 | 5/10 | Introductions, UViews Project, Marketing Project & Syllabus Review |  |  | | 2 | 5/17 | Marketing for Hospitality and Tourism  Due 5/16: Internet Exercise 2: Answer all 4 questions. | Ch. 1 |  | | 3 | 5/24 | Service Characteristics of Hospitality and Tourism Marketing  Due 5/23: Internet Exercise B: Answer the question. | Ch. 2 |  | | 4 | 5/31 | The Role of Marketing in Strategic Planning (Ch. 3)  Due 5/30: Internet Exercise A: Answer the question.  ***Test #1 – available on Blackboard, deadline June 6th*** | Ch. 3 | Test 1  Ch. 1 - 3 | | 5 | 6/7 | The Marketing Environment (Ch. 4)  Due 6/6: Internet Exercises A and C: Answer questions. | Ch. 4 |  | | 6 | 6/14 | Consumer Markets and Consumer Buying Behavior  Due 6/15: Discussion questions: 1 - 5 | Ch. 6 |  | | 7 | 6/21 | Market Segmentation, Targeting, and Positioning (Ch. 8)  Due 06/20: Discussion questions: 1 – 6  ***Test #2 – available on Blackboard, deadline June 27th*** | Ch. 8 | Test 2  Ch. 4, 6 & 8 | | 8 | 6/28 | Internal Marketing (Ch. 10)  Due 6/27: Internet Exercise: Only one question. | Ch. 10 |  | | 9 | 7/5 | Distribution Channels (Ch. 12)  Due 7/3: Discussion questions: 1 – 2 | Ch. 12 |  | | 10 | 7/12 | Promoting Products: Public Relations and Sales Promotion (Ch. 14)  Due 7/11: Experiential Exercise | Ch. 14 |  | | 11 | 7/19 | Destination Marketing (Ch. 17)  Due 7/18: Experiential Exercise  ***Test #3 – available on Blackboard, deadline July 25th*** | Ch. 17 | Test 3  10,12,14 & 17 | | 12 | 7/26 | **Final Exam Review**  **“Marketing Project Due Date”** |  |  | | 13 | 8/2 | **Final Exam** |  |  |  |  | | --- | | **MARKETING TERMS** |   Terms to become familiar with during this course.  **B2B**: Means "Business to Business." A business that markets its products or services to other businesses. Source: SEMPO  **B2C**: Means "Business to Consumer." A business that markets its services or products to consumers. Source: SEMPO  **Conscious Consumerism**: the consumer who takes into account the public consequence of his or her private consumption or who attempts to use his or her purchasing power to bring about social change (Journal of Consumer Research, 1975)  **Core Competencies**: A unique ability that a company acquires from its founders or develops and that cannot be easily imitated.  **Horizontal Integration**: 1. (Environments definition) The expansion of a business by acquiring or developing businesses engaged in the same stage of marketing or distribution. The most common approach is to buy out competitors. It is also known as horizontal expansion. 2. (channels of distribution definition) The combination of two or more separate enterprises at the same stage in the channel through ownership, including mergers or acquisitions.  **Key Success Factors**: The combination of important facts that is required in order to accomplish one or more desirable business goals.  **Marketing**: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. – Approved by the American Marketing Association Board of Directors, 2007  **Point of Differentiation**: are the attributes that make your brand unique.  **Point of Parity**: are those elements that are considered mandatory for a brand to be considered a legitimate competitor in its specific category.  **Strategic Alliances**: Agreement for cooperation among two or more independent firms to work together toward common objectives.  **Sustainable Competitive Advantage**: An SCA is the prolonged benefit of implementing some unique value-creating strategy not simultaneously being implemented by any current or potential competitors along with the inability to duplicate the benefits of this strategy. (Hoffman, 2000)  Another definition of an SCA is  **SCA** “An SCA is an element or combination of elements of the business strategy that provide a meaningful, continuing advantage over current and potential competitors. SCAs can be based on assets and competencies such as quality reputation, delivering value (customer support), and brand familiarity.”  **Sustainability**: Meeting the needs of the present, without compromising the ability of future generations to meet their own needs. (1992 U.N. Conference on Environment and Development, Rio de Janeiro, Brazil)  **Vertical Integration**: The combination of two or more separate stages in the channel through ownership, including mergers or acquisitions. 2. (Environments definition) The expansion of a business by acquiring or developing businesses engaged in earlier or later stages of marketing a product. In forward vertical integration, manufacturers might acquire or develop wholesaling and retailing activities. In backward vertical integration, retailers might develop their own wholesaling or manufacturing capabilities.   |  | | --- | |  | |
|  |

**Hospitality Marketing Campaign Project**

In this project, students will apply the basic concepts of marketing and gain knowledge on how these concepts are developed in the hospitality industry. You must choose a current hotel, restaurant, theme park, cruise line or airline and describe at least three of the features of this company that you find interesting.

* Select a print and/or internet marketing material promoting the company and provide feedback (positive/negative).
* Describe the company’s marketing efforts and provide recommendations.
* Determine their needs for branding and product placement in the industry.
* Establish which of the products and services requires top advertising needs.
* Explain how you will market and sale this business; and who will be the target market/audience.
* How does the brand differentiate from its’ competitors?
* Develop marketing strategies for promoting these products and services.
* What type of sales promotions and strategies would you use to promote this company?

All sources should be from Professional / Educational Journals or Periodicals. Articles from the internet are acceptable, but they should be from reliable sources. Please remember that “Wikipedia” is not a professional/educational journal or periodical. You should list all of your sources at the end of the paper and proper credit should be given to the author of your sources. ***Proper MLA/APA citation must be used for all documentation of sources.***

The project must be typed, double-spaced with a minimum of three (3) pages maximum of five (5) pages. The project is due week fifteen (15), and will be marked 5 points late for each day including weekends. This is an individual project not in groups.