

HFT 2500 Marketing and Sales in the Hospitality Industry

Valencia College
Online Classroom

COURSE SYLLABUS

Instructor:	Scott Richardson, MA	Term:	Fall 2017
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E-Mail:	srichardson19@valenciacollege.edu	Days:	
Office		Class Meeting	Online
Hours:	Virtual	Hours:	
		Class Location:	Valencia College Online

I. Valencia College Course Catalog Description

Students 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.

II. Course 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.

Course Specific Outcomes

Upon completion of this course, students will be able to:

1. Understand the Hospitality and Tourism Marketing Process
2. Develop Hospitality and Tourism Marketing Opportunities & Strategies
3. Develop Hospitality and Tourism Mix
4. Effectively Manage Hospitality and Tourism Marketing
5. Understand how social media impacts marketing in the hospitality business

III. Course Prerequisites

None

IV. Course Credits

This is a 3-credit course.

V. Required Texts and Materials

Marketing for Hospitality and Tourism

Philip Kotler, John T. Bowen, James C. Makens, & Seyhmus Baloglu.

Seventh Edition: ISBN-13: 978-0-13-415192-2

If there are any additional articles and case studies that will be required, these will be posted throughout the semester in that week's "Course Content" tab in Blackboard.

VI. Format

Online only.

VII. Course Requirements and Grading

The combined scores obtained on the following determine the final course grade:

Assessment	Total Points	Percent of Final Grade
Attendance	140	14%
Syllabus Exam	10	1%
Assignments		
Semester Project (Universal Orlando Views)	250	25%
Class Discussion on specific subjects (TBD) (4 @ up to 50 pts. per discussion)	200	20%
Online Examinations		
4 Exams (100 pts. per)	400	40%
TOTAL	1000	100%

Grading criteria: The following scale will be used:

900-1000 = A

800-899 = B

700-799 = C

600-699 = D

500-599 = F

Students can access their scores throughout the semester using the "Grades" function of Blackboard. Please note that scores returned throughout the semester are unofficial grades. If you have a question or concern, please ask in a timely manner to avoid "last-minute" disputes. The student should resolve grade issues with the Instructor (via telephone or in-person) within 3 business days after grades are posted. Failure to address an issue

regarding posted grades within 3 business days will result in the grade standing as recorded.

VIII. Course Policies: Grades

Attendance & Class Participation

Attendance and class participation are required. Attendance will be tracked and recorded by a “Checking in System” each week. I will place a “Checking In” discussion thread, whereby you simply reply, “Checking In”. This will record your attendance. If you miss **more than three** (3) “Check-In’s, I reserve the right to withdraw you from the class, or fail you. (see below for the attendance rubric).

****Please remember, you cannot claim to be in attendance if you do not reply “checking in” during the week that attendance is taken.**

Attendance Rubric:

Attendance will account for 14% of the course grade. Aside from being required to actively participate in class and be a positive influence on the rest of the students, you will be graded on your attendance in the following manner:

0	absences	= 100% for the attendance grade (140 points)
1	absence	= 80% for the attendance grade (112 points)
2	absences	= 50% for the attendance grade (70 points)
3	absences	= 0% for the attendance grade (zero points)
4	absences	= withdrawal from the course

This is an online class; therefore, students will be held responsible for all material covered in each week’s folder. It is your responsibility to read all the information in each folder.

In addition, each student must be in the online classroom for a **minimum** of 3 hours per week, with additional work, readings, and discussions, expect longer work hours in the course. The Instructor works under the premise that students read the assigned material and completed any activities during the given week. Sometimes the amount of work per week will fluctuate.

Exam Policy

There will be 4 exams during the course, including the final exam. Exams will consist of Multiple Choice and possible short-answer questions. **The exams will be administered online and during a specific time. Please pay attention to the time. Typically, the exam will open on Monday at 8am and close on that same day at 11:59PM EST. The final exam is set for July 24th EST and will open at 8am and will close at 11:59PM EST.** All exam dates are in the course calendar.

It is your responsibility to be knowledgeable on all your online course work, exams, and other deadlines related to this course.

The exams are scheduled in advance and online, no make-up exams will be given without proof of acceptable documentation. Make-up exams are **NOT** guaranteed. Documentation must be provided by the student and is subject to review by the Instructor and/or the administration to

determine if the proof is indeed acceptable as determined by Valencia College standards and policies. If an exam is missed and circumstances do not warrant a make-up exam, the student will receive a zero for that exam.

Furthermore, it is your responsibility to ensure that you have the technological expertise to be able to upload any materials that pertain to this course. **Additionally, and specific to exams, you must do all you can to have a secured Internet connection. If your Internet connection becomes unstable, the exam will close out. At this point, you must e-mail me informing me of your inability to complete the exam.** I will reset it, and you will have to start from the beginning. Please do not wait until the last moment before the deadline to take the exam.

Late Work Policy

Any assignments due in class will be submitted on time. There will be zero work accepted, unless it is a technical issue and you provide and work order ticket # from OIT.

Extra Credit Policy

There will be no extra credit opportunities.

Withdrawal Policy

The withdrawal policy date for the semester is **November 10th, 2017**. If students withdraw before this date, they will receive a “W”. Please refer to Valencia College Catalog and/or Atlas for specific information on the Withdrawal policy

IX. Course Policies: Student Expectations

Professionalism Policy

Per College policy and online classroom Netiquette. See below for more details.

NETIQUETTE POLICY:

Basic netiquette guidelines include:

- Be respectful of other people and their opinions.
- Write clearly and pick your words carefully, avoiding humor and sarcasm. Visual cues used to convey meaning when speaking with others in a face-to-face environment are missing in online communications, so be sure to convey your thoughts carefully. Posts based upon race, religion, color, national origin, age, sex, sexual orientation, gender identity or expression, genetic information, or disability, out of the context of the discussion, generally are inappropriate.
- Do not post or distribute material that would offend or frighten a reasonable person.
- Inflammatory, condescending, harassing, or derogatory remarks are inappropriate.
- Use proper spelling, grammar, capitalization, and punctuation. Using all capital letters in online communications is considered SHOUTING.
- Use emoticons, (e.g. smiley faces) and chat acronyms (e.g. LOL, BRB) sparingly because they could be misinterpreted.

- When posting to a discussion forum, keep your post on topic and be sure to add content that contributes to the topic.
- Be aware of plagiarism and copyright guidelines. Cite your sources (APA Format only) and refrain from posting or distributing content that is copyright protected.

The netiquette guidelines above are taken from the Campus Student Handbook. Faculty may edit and/or add to them as needed.

COMPUTER AND BROWSER REQUIREMENTS:

In addition to the university’s existing requirement that students use computers with the latest antivirus software and operating system patches, you should own or have access to a computer that meets the requirements of ulearn. Note that not all browsers are compatible with ulearn and using an incompatible browser may cause browser errors when using certain features. Mozilla Firefox is the preferred browser for ulearn. Refer to the support information in ulearn to determine if your computer and browser meet the ulearn requirements.

Disability Access

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 (OSD) determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, Ext.1523).

Academic Conduct Policy

Each student is expected to do his or her own work, unless otherwise specified. It is expected that you cite all works in all assignments in APA formatting. Cheating will not be tolerated and will result in an automatic “F” on that exam or assignment. Depending on the severity of the infraction, your grade for the course may be an “F”.

X. Important Dates to Remember

Please note the following important dates and times. Deadlines related to class assignments are tentative and can be changed at the discretion of the Instructor.

No Show Reporting:	Sept 6 th -15 th , 2017
Drop/Refund Deadline:	Sept 5 th , 2017
Labor Day (no expectations online)	Sept 4 th , 2017
Deadline to sign up for UO-VIEWS	Oct 1st, 2017
Withdrawal Deadline:	Nov 10th, 2017
Thanksgiving Break	Nov 22nd-Nov 26th, 2017
Final Examination:	Dec 11th, 2017

Valencia College Student Core Competencies

Think

think clearly, critically, and creatively, analyze, synthesize, integrate and evaluate in many domains of human inquiry

To think, what must you do?

1. analyze data, ideas, patterns, principles, perspectives
2. employ the facts, formulas, procedures of the discipline
3. integrate ideas and values from different disciplines
4. draw well-supported conclusions
5. revise conclusions consistent with new observations, interpretations, or reasons

How and where must you think?

- with curiosity and consistency
- individually and in groups

Samples of my work which demonstrate that I can:

- identify data, ideas, patterns, principles, perspectives
- use facts, formulas, procedures
- draw well-supported conclusions
- integrate ideas and values from different disciplines
- revise my conclusions in light of new observations, interpretations, or reasons

Value

make reasoned judgments and responsible commitments

To value, what must you do?

- 1 recognize values as expressed in attitudes, choices, and commitments
- 2 distinguish among personal, ethical, aesthetic, cultural, and scientific values
- 3 employ values and standards of judgment from different disciplines
- 4 evaluate your own and others' values from individual, cultural, and global perspectives
articulate a considered and self-determined set of values

How and where must you value?

- with empathy and fair-mindedness
- individually and in groups

Samples of my work which demonstrate that I can:

- identify values expressed in feelings, attitudes, beliefs, choices, and commitments
- recognize my own and others' values
- distinguish among personal, ethical, aesthetic, cultural, and scientific values
- employ values and standards of judgment from different disciplines
- evaluate my own and others' values from global or universal perspectives
- commit to actions consistent with a considered and self-determined set of values

Act

act purposefully, effectively, and responsibly

To act, what must you do?

- 1 apply disciplinary knowledge, skills, and values to educational and career goals
- 2 implement effective problem-solving, decision-making, and goal-setting strategies
- 3 act effectively and appropriately in various personal and professional settings
- 4 assess the effectiveness of personal behavior and choices
- 5 respond appropriately to changing circumstances

How and where must you act?

- with courage and perseverance
- individually and in groups
- in your personal, professional, and community life

Samples of my work which demonstrate that I can:

- act effectively and appropriately in different contexts and settings
- implement problem-solving and decision-making strategies
- manage my time and activities in daily life
- apply disciplinary knowledge, skills, values to my goals
- plan for and implement desirable change in response to circumstances

Communicate

communicate with different audiences using varied means

To communicate, what must you do?

- 1 identify your own strengths and need for improvement as communicator
- 2 employ methods of communication appropriate to your audience and purpose
- 3 evaluate the effectiveness of your own and others' communication

How and where must you communicate?

- by speaking, listening, reading and writing
- verbally, non-verbally, and visually
- with honesty and civility
- in different disciplines and settings

Samples of my work which demonstrate that I can:

- identify my own strengths and weaknesses as a communicator
 - analyze audience to improve communication in various settings
 - communicate in different contexts, settings, and disciplines
- evaluate effectiveness of my own and others communication

Course Calendar

Week	Reading Schedule and Learning Activities
1 Aug 28	Read Syllabus and expectations. Marketing for Hospitality and Tourism (Ch. 1) Universal Views Introduction (Course Project - Watch Video and read the Student Packet.
2 Sept 4	*Labor Day (No Expectations on this day) Service Characteristics of Hospitality and Tourism Marketing (Ch. 2)
3 Sept 11	The Role of Marketing in Strategic Planning (Ch. 3) Test 1 (Ch. 1-3)
4 Sept 18	The Marketing Environment (Ch. 4) Deadline to sign up for UO VIEWS Shift is Sunday Feb 5th, 2017
5 Sept 25	Managing Customer Information to Gain Customer Insights (Ch. 5)
6 Oct 2	Consumer Markets and Consumer Buying Behavior (Ch. 6)
7 Oct 9	Market Segmentation, Targeting, and Positioning (Ch. 8) Test 2 (on Ch. 4 - 8)
8 Oct 16	Marketing Case Study 1 Discussion Forum on Case Study 1
9 Oct 23	Marketing Case Study 2 Discussion Forum on Case Study 2
10 Oct 30	Marketing Case Study 3 Discussion Forum on Case Study 3
11 Nov 6	Marketing Case Study 4 Discussion Forum on Case Study 4
12 Nov 13	Test 3 - Questions will be on all Case Studies only.
13 Nov 20	Internal Marketing (Ch. 10) (*Thanksgiving Break begins Nov 22-26 at Valencia College)
14 Nov 27	Distribution Channels Delivering Customer Value (Ch. 12)
15 Dec 4	Engaging customers and Communicating Customer Value (Ch. 13) Direct, Online, Social Media, and Mobile Marketing (Ch.16)
16 Dec 11	Final Exam Due on Monday Dec 11th, 2017 -- no later than 11:59PM EST -- The Exam will be on Ch. 10, 12, 13, and 16 only)

**** All Weeks in the Calendar are considered to begin on Monday and End on Sunday at 11:59PM EST, unless otherwise noted. Deadlines are Sunday 11:59PM EST of the week.**

Disclaimer

Changes in the syllabus & schedule may be made at any time during the course per instructor discretion.

Marketing Terms

It would be wise for you to become familiar with these terms.

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)

Conscious Consumerism: the consumer who considers 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)

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.

Key Success Factors: The combination of important facts that is required to accomplish one or more desirable business goals.

Core Competencies: A unique ability that a company acquires from its founders or develops and that cannot be easily imitated.

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

Strategic Alliances: Agreement for cooperation among two or more independent firms to work together toward common objectives.

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.

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.

B2B: Stands for "Business to Business." A business that markets its products or services to other businesses. Source: SEMPO

B2C: Stand for "Business to Consumer." A business that markets its services or products to consumers. Source: SEMPO