

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**TOUR 412: Tourism and Events Marketing**  
Fall 2010

DAY/TIME:	TH: 4:30 7:15 pm	LOCATION:	Occoquan 302
PROFESSOR:	Kathy Bentz	EMAIL ADDRESS:	kbentz1@gmu.edu
OFFICE LOCATION:		PHONE NUMBER:	703-856-3402
OFFICE HOURS:	By appointment or after class		

**PREREQUISITES:** TOUR 200, TOUR 220, PRLS 310, and PRLS 410.

**COURSE DESCRIPTION**

This course develops student skills and competencies for marketing in commercial recreation, events, resort and tourism enterprises. Students will learn about market intelligence, evaluation and analysis; branding; planning; and marketing program implementation.

**COURSE OBJECTIVES**

At the completion of this course students should be able to:

1. Describe the core elements of the marketing process and the marketing mix.
2. Understand and discuss the benefits of a systematic approach to marketing.
3. Identify similarities and differences between marketing in public, not-for-profit, and commercial tourism and events management enterprises.
4. Identify and discuss issues that are unique to tourism and events marketing.
5. Understand how effective branding supports successful marketing.
6. Assess market conditions – including needs, opportunities, risks and potential – using market research and analysis.
7. Understand the components of market-oriented product development, product distribution, pricing strategies and promotional campaigns.
8. Recommend appropriate responses to emerging issues in tourism and events marketing, such as functioning in a global industry, marketing in a multicultural context or leveraging the use of social media.
9. Design a realistic marketing strategy and marketing plan for a tourism or recreation organization or a major special event.

**REQUIRED READINGS**

**Textbook:** Kotler, Philip, Bowen, John T. and Makens, James C. 2010. *Marketing for Hospitality and Tourism, 5<sup>th</sup> Edition*. Saddle River, NJ. Pearson Education, Inc.

Selected readings to include current articles from trade publications, on-line journals, scholarly journals, and news media will be assigned throughout the semester.

## EVALUATION

### *Requirements:*

1. **Class Participation** (75 points) – Attendance in class, participation in group discussions and completion of class assignments is expected. If you miss a session of class, you will have the option to complete an additional assignment to illustrate your understanding of the topic you missed in class or you will have 25 points deducted from your grade.
2. **Mid-Term Case Study** (75 points) – Individual project which will include analysis of marketing for a tourism attraction, recreation attraction or special event.
3. **Semester Project** (250 points) – Team project and presentation.
4. **Final Exam** (100 points)

The semester project involves team preparation and presentation of an extensive report such as developing a marketing plan with marketing research, a promotional campaign and marketing evaluation. The team project will also include 360-degree feedback about each team member's participation in and contribution to the project. Whenever feasible, the semester project will be conducted on behalf of a community 'client' with a focus on recreation, event or destination tourism.

### *Grading Scale:*

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

470 to 500	= A
450 to 469	= A-
430 to 449	= B+
415 to 429	= B
400 to 414	= B-
370 to 399	= C+
350 to 369	= C
300 to 349	= D
299 and below	= F

## TENTATIVE COURSE SCHEDULE –

<b>Week</b>	<b>Class Activities &amp; Student Assignments</b>
Weeks 1-2	<i>Topics:</i> Marketing Basics, Marketing Process and Branding <i>Reading:</i> Textbook Chapters 1, 2 and 9
Weeks 3-4	<i>Topics:</i> The Marketing Environment and Marketing Research ; Focus Groups <i>Reading:</i> Textbook Chapters 4 and 5
Weeks 5-6	<i>Topics:</i> Consumer & Group Buying Behavior; Special TEM project <i>Mid-Term Case Study Due October 7</i> <i>Reading:</i> Textbook Chapters 6 and 7
Weeks 7-8	<i>Topics:</i> Semester Project Overview and Team Selection; Market Segmentation and Product Development <i>Reading:</i> Textbook Chapters 8, 9 and 18

Weeks 9-10	<i>Topics: Internal Marketing; Pricing and Distribution</i>
	<i>Reading: Textbook Chapters 10 to 12</i>
Week 11-12	<i>Topics: Integrated Marketing &amp; Promotions; Internet Marketing</i>
	<i>Work on Team Projects</i>
	<i>Reading: Textbook Chapters 13, 14 and</i>
Week 13	<i>Team Project: Presentations and Projects Due</i> <i>Topic: Destination Marketing</i>
Week 14	<i>Topics: Marketing Your Tourism/Events Career and</i> <i>Final Exam Review</i>
Dec. 15	<i>Final Exam</i>

*Note: Faculty reserves the right to alter the schedule as necessary.*



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ Counseling and Psychological Services (CAPS) provides a wide range of services to students, faculty, and staff. Services are provided by a staff of professional counseling and clinical psychologists, social workers, and counselors. The Center provides individual and group counseling, workshops and outreach programs -- experiences to enhance a student's personal experience and academic performance
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ All official, course-related e-mail correspondence must be communicated through GMU e-mail accounts.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See [www.gmu.edu/student/drc](http://www.gmu.edu/student/drc)]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>