

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**  
**TOUR 412 Tourism and Events Marketing**  
**Fall 2010**

|                  |                               |             |  |
|------------------|-------------------------------|-------------|--|
| DAY/TIME:        | Tues, Thu, 12-1.15pm          | LOCATION:   | Occoquan Bldg 302                                      |
| PROFESSOR:       | Dr. Nathan Austin             | EMAIL       | <a href="mailto:naustin3@gmu.edu">naustin3@gmu.edu</a> |
| OFFICE LOCATION: |                               | ADDRESS:    |  |
| OFFICE HOURS:    | By appointment or after class | PHONE       | 410 842 3514   |
|                  |                               | NUMBER:     |  |
|                  |                               | FAX NUMBER: |  |

**PREREQUISITES:** TOUR 200, TOUR 220, PRLS 310, and PRLS 410; or Permission of Instructor

### **COURSE DESCRIPTION**

Provides understanding and tools for marketing and management of financial resources in entrepreneurial tourism enterprises. Includes market planning, business planning, feasibility assessment, investment analysis, basic accounting, and operational control.

### **COURSE OBJECTIVES**

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

1. Describe the core elements of the marketing process.
2. Understand and discuss the benefits of a systematic marketing approach.
3. Identify similarities and differences between marketing in public, not-for-profit, and commercial tourism, recreation 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.
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 and marketing in a multicultural context.
9. Design a realistic marketing strategy and marketing plan for a tourism or recreation organization or a major special event.

### **COURSE OVERVIEW**

It develops student skills and competencies for marketing in commercial recreation, events, resorts and tourism enterprises, focusing on the experiential nature of events and tourism, from a strategic perspective. The course is taught using a series of short lectures, discussion sessions, in-class tests, group and individual assignments. Short lectures and in-class tests follow the chapters in the required text while discussion sessions coordinated by the students, focus on assigned discipline-specific journal articles and discussion questions at the end of each chapter of the required course text.

### **REQUIRED READING**

Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for Competitive Advantage, (4th Edition), Shoemaker, S., Lewis, R. C. and Yesawich, P. C. Prentice Hall, New Jersey, 2007.

### **EVALUATION**

This course will be graded on a point system, with a total of 100 possible points.

| <b>Requirements</b>           | <b>Points</b> |
|-------------------------------|---------------|
| Discussion Coordination role  | 2             |
| In-class Tests (3 tests)      | 18            |
| Marketing Plan (Write-up)     | 24            |
| Marketing Plan (Presentation) | 2             |
| TEM Promotion (Poster)        | 12            |
| TEM Promotion (Presentation)  | 2             |
| Final Comprehensive Exam      | 40            |
|                               | -----         |
| TOTAL                         | 100           |

### **Grading Scale**

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

|              |              |              |             |
|--------------|--------------|--------------|-------------|
| A = 94 – 100 | B+ = 88 – 89 | C+ = 78 – 79 | D = 60 – 69 |
| A- = 90 – 93 | B = 84 – 87  | C = 74 – 77  | F = 0 – 59  |
|              | B- = 80 – 83 | C- = 70 – 73 |             |

### **ASSIGNMENT DESCRIPTION**

#### **Review sessions**

During these sessions, we shall use the discussion questions provided at the end of each chapter of the prescribed text as well as assigned journal articles, to help clarify student understanding of concepts covered in those chapters. It is also a presentation as well as a co-ordination exercise for students.

#### **In-class Tests**

During each review session, students will be tested on material covered in the previous chapters. The time allotted for the test is strictly the first thirty (30) minutes of the review session.

#### **Group Assignment**

(A) The purpose of this assignment is to give students a hands-on opportunity at tackling one of the key planning responsibilities of the marketing manager i.e. the development of a marketing plan. In addition, when properly executed, participants will be exposed to the challenges of working on team tasks. You are first required to form groups of 3 – 5 students each for the completion of this assignment. Thereafter, where possible, identify a local firm operating a travel/tourism/hotel/restaurant/catering/events or a hospitality related business for which the group develops an appropriate, realistic and comprehensive marketing plan. The plan shall be detailed and specific to the firm identified. Prior to the beginning of the assignment, a class meeting will be dedicated to issues relating to the development of marketing plans. On a series of designated dates as per the tentative schedule, each group will be required to give an in-class presentation on the final report. Final Report Due Date: on or before 12.00noon, November 29, 2010

(B) Next year, the Tourism and Events Management Program at the School of Recreation, Health and Tourism, George Mason University, will be celebrating its tenth anniversary. Students enrolled in TOUR412 – Tourism and Events Marketing, have an enviable opportunity to make a significant impact on the celebration. This assignment requires you to form groups of 3 – 5 students to creatively develop the idea for a promotional give-away item to celebrate the occasion. The item which must reflect the uniqueness of the TEM program must not cost more than US\$10.00 a piece to produce. Additional information on this project will be provided in class.

#### **Final Exam**

The final exam (comprehensive) will consist of short essay questions, covering material from the text, in-class discussions and assigned readings. The exam date, time and venue will be conveyed to the class in due course.

**TENTATIVE COURSE SCHEDULE** (Note: Faculty reserves the right to alter the schedule as necessary)

| <b>DATE</b> | <b>TOPIC</b>   | <b>READINGS/ASSIGNMENT DUE</b>                                       |
|-------------|--|--|
| Tu Aug 31   | Course Overview  |  |
| Th Sep 02   | Marketing Concept  | Chapter 1  |
| Tu Sep 07   | Services/Hospitality Experience and The  | Chapters 2 and 3   |
| Th Sep 09   | Marketing Mix  |  |
| Tu Sep 14   | <b>In-Class Test 1</b>   | Chapters 1-3   |
| Th Sep 16   | Discussion Questions - Review Session One<br>Relationship and Strategic Marketing      | Chapters 4 & 5   |
| Tu Sep 21   | Marketing System/Objectives and  | Chapters 6 and 7   |
| Th Sep 23   | Understanding Individual Customers   |  |
| Tu Sep 28   | Understanding Organizational Customers   | Chapter 8  |
| Th Sep 30   |  |  |
| Tu Oct 05   | <b>In-Class Test 2</b>   | Chapters 4-8   |
| Th Oct 07   | Discussion Questions - Review Session Two<br>The Tourist and Understanding Competition | Chapters 9 and 10  |
| Tu Oct 12   | Marketing Plan and Marketing Intelligence  | Chapters 21 and 11   |
| Th Oct 14   |  |  |
| Tu Oct 19   | Differentiation, Segmentation, Targeting and   | Chapters 12 and 13   |
| Th Oct 21   | Branding, Positioning  |  |
| Tu Oct 26   | <b>In-Class Test 3</b>   | Chapters 9-13  |
| Th Oct 28   | Discussion Questions - Review Session Three<br>The Pricing Mix and Advertising         | Chapters 14 & 15   |
| Tu Nov 02   | Sales Promotion and Personal Selling   | Chapters 16 and 17   |
| Th Nov 04   |  |  |
| Tu Nov 09   | Distribution Systems, Channels and Interactive   | Chapters 18 - 20   |
| Th Nov 11   | Marketing  |  |
| Tu Nov 16   | Review   |  |
| Th Nov 18   | Work on Group Project Report/PPT   |  |
| Tu Nov 23   | TEM Promo Presentation   | <b>Group Project Report for <u>All</u><br/>Students due on 11/29</b> |
| Th Nov 25   | <b>THANKSGIVING BREAK</b>  |  |
| Tu Nov 30   | Group Project Presentation 1   |  |
| Th Dec 02   |  |  |
| Tu Dec 07   | Group Project Presentation 2   |  |
| Th Dec 09   |  |  |
| Tu Dec 14   | Final Exam   |  |
| Th Dec 16   |  |  |
|             |  |  |



- ❖ 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>