

GEORGE MASON UNIVERSITY

Department of Recreation, Health & Tourism

**TOUR 412—Tourism and Events Marketing  
Fall 2011**

DAY/TIME: T/TH 12-1:15

LOCATION: PW Bull Run 131

PROFESSOR: Rebecca Kelley

EMAIL ADDRESS: rkelly5@gmu.edu

OFFICE HOURS: By Appointment

PHONE NUMBER: 540-729-3662

**PREREQUISITES:**

TOUR 200, TOUR 220, PRLS 310, and PRLS 410

If you do not meet the prerequisite requirement, you will be dropped from this course automatically

**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 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 event 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 multicultural context or leveraging the use of social media.
9. Design a realistic marketing strategy and marketing plan for tourism or recreation organization or a major special event

**COURSE OVERVIEW**

Students are held to the standards of the George Mason University Honor Code. You are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or a deduction of one letter grade per day late will be assessed.

This course will be broken down most weeks as follows: Tuesdays new material will be covered, chapters will be lectured and assignments overviewed. Thursdays will be application days where the material introduced on Tuesday is discussed and applied through discussion, assignments, tasks and presentations.

**REQUIRED READINGS**

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

**EVALUATION\***

Type	Points	Due Date
Participation/Attendance	50	
Midterm Exam	100	October 13, 2011
Pop Quizzes/Case Studies	50	
Marketing Plan-written version	100	November 22, 2011
Marketing Presentation	100	
Groups 1-6		Nov 29/Dec 1. 2011
Groups 7-10		Dec 6/8 2011
Final Exam	100	December 13, 2011

Notes: \*Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. All students are expected to keep a copy of their original work \*\*Refer to GMU Fall 2011 Exam Schedule to verify date of exam.

**Grading Scale**

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

Grading Scale			
A+ = 97 - 100	B+ = 87 - 89	C+ = 77 - 79	D = 60 - 69
A = 94 - 96	B = 84 - 86	C = 74 - 76	F = 0 - 59
A- = 90 - 93	B- = 80 - 83	C- = 70 - 73	

## COURSE OUTLINE

Please see attached course outline. Please note that this is only a rough outline and does not include articles which may be assigned. The order of this schedule may change to fit the needs of the class.

<p><b>Week One</b>  <b>August 30/1 2011</b>            Syllabus Overview            Chapter 1 -Marketing for Hospitality and Tourism</p>	<p><b>Week Two</b>  <b>September 6/8 2011</b>            Chapter 2-Service Characteristics of Hospitality and Tourism Marketing            Chapter 9-Designing and Managing Products</p>
<p><b>Week Three</b>  <b>September 13/15 2011</b>            Chapter 3-The Role of Marketing in Strategic Planning            Chapter 4-The Marketing Environment</p>	<p><b>Week Four</b>  <b>September 20/22 2011</b>            Chapter 5-The Marketing Environment            Chapter 6-Consumer Markets and Consumer Buying Behavior</p>
<p><b>Week Five</b>  <b>September 27/29 2011</b>            Chapter 8-Market Segmentation, Targeting and Positioning            Chapter 18-Next Years Marketing Plan</p>	<p><b>Week 6</b>  <b>October 4/6 2011</b>            Overview of Marketing Plan and Presentation            Formation of Groups            Review for Midterm Exam</p>
<p><b>Week 7</b>  <b>October 13, 2011 (NO CLASS TUES)</b>             MIDTERM EXAM-TO BE ADMINISTERED VIA BLACKBOARD</p>	<p><b>Week 8</b>  <b>October 18/20 2011</b>            Chapter 7-Organizational Buying Behavior of Group Market            Chapter 10-Internal Marketing</p>
<p><b>Week 9</b>  <b>October 25/27 2010</b>            Chapter 11-Pricing Products, Pricing Considerations, Approaches and Strategy            Chapter 12-Distribution Channels</p>	<p><b>Week 10</b>  <b>November 1/3 2011</b>            Chapter 13-Promoting Products; Communication and Promotion Policy and Advertising            Chapter 14-Promoting Products: Public Relations and Sales Promotion</p>
<p><b>Week 11</b>  <b>November 8/10 2011</b>            Chapter 15-Professional Sales            Chapter 16-Direct and Online Marketing: Building Customer Relationships</p>	<p><b>Week 12</b>  <b>November 15/16 2011</b>            Chapter 17-Destination Marketing</p>

<p><b>Week 13</b>  <b>November 22, 2011</b>  <b>(NO CLASS THURS 11/24)</b></p> <p>Written Marketing Plan document due at start of class</p>	<p><b>Week 14</b>  <b>November 29/December 1 2011</b></p> <p>Groups 1-6 present their Marketing Presentation</p>
<p><b>Week 15</b>  <b>December 6/8 2011</b>  Groups 7-10 present their Marketing Presentation  Final Exam Review</p>	<p><b>Week 16</b>  <b>December 15, 2011</b></p> <p><b>FINAL EXAM</b>  <b>In Classroom</b>  <b>10:30-1:15</b></p>

*Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

*Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].



## **TOUR 412 Class Policies**

**Attendance** - Regular attendance is essential to your success. An attendance sign in sheet will be located at the front of the classroom. Please sign in at the beginning of class.. If a student arrives once class has begun, they should enter as quietly as possible notify me at class break so that I can mark them as present. If a student is late to class more than twice without prior notification, their attendance and participation grade will be affected. Please notify me if you must leave class early and sit in a location near the door so as not to disrupt the class.

**Case Studies/Pop Quizzes:** Throughout the term there will be graded Case Study Assignments and potential pop quizzes without prior notification. All graded Case Studies and Quizzes will total 50 points and no make-ups will be given. Students who are absent and present a doctor's note will be provided with an alternative assignment.

**Group Marketing Plan and Presentation** - The group project is meant to be a team effort and will be graded accordingly. Each team member will receive a group grade as well as an individual grade based on their role in the presentation, written document and based on the peer reviews. If a group member is not present on presentation day without contacting me **PRIOR** to class, they will receive half credit for the group project if the average peer evaluation grade received from team members is a 4 or higher. If there is an issue with participation within a group, and one member is given 0-1 peer points by all other group members, the professor reserves the right to assign a new project to the identified student at a reduced point base.

**Instructor Arrival Policy** - If your instructor is not in the classroom at 12:00 (TOUR 412-001) please wait 20 minutes before leaving.