

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism  
TOUR 412 — Tourism and Events Marketing (3)  
Fall 2012

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<b>Class Hours:</b>	T, R 12:00 – 1:15 a.m. (Bull Run Hall 257)		
<b>Office Hours:</b>	T, R 09:00 – 10:30 a.m. or by appointment		
<b>Text:</b>	Pride, William M., & Ferrell, O. C. (2012). <i>Marketing</i> , (16 <sup>th</sup> Edition). Cengage Learning. <b>(Recommended)</b>		
<b>Prerequisites:</b>	Undergraduate level <a href="#">TOUR 200</a> Minimum Grade of D and Undergraduate level <a href="#">TOUR 220</a> Minimum Grade of D and Undergraduate level <a href="#">PRLS 310</a> Minimum Grade of D and Undergraduate level <a href="#">PRLS 410</a> Minimum Grade of D		

### **COURSE DESCRIPTION:**

This course 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:**

On 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.

### **NATURE OF COURSE DELIVERY:**

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, a field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work collaboratively with other students on assignments, projects and other learning activities.

## STUDENT MAJOR RESPONSIBILITIES:

- a. Students are responsible for attending all classes, taking notes, and obtaining other materials provided by the instructor, taking tests, and completing assignments as scheduled by the instructor.
- b. Students are responsible for monitoring their grades and any changes of syllabus communicated by the instructor.
- c. Behaviors that disrupt other students' learning are not acceptable (e.g., arriving consistently late for class; cell phone use, reading non-course related materials, eating during class, or social conversation during class).

## EXAM POLICY:

The only acceptable reasons for missing an exam are:

- a. **Severe** illness or accident – This must be **verified** by the University Health Center or the attending physician.
- b. Severe illness or death in the immediate family that requires the student to be at home at the time of exam. **A written statement** from the attending physician is required.

*The course instructor must be notified of the reason for missing an exam prior to the start of the exam.*

Make-up exams are essay and given at the discretion of the instructor.

## COURSE CONDUCT:

Class will be a combination of instructor lectures, interactive class discussions, and in-class activities. You will be required to complete assigned readings prior to class sessions during which those readings are examined. *Assignments are due in class at the beginning of class of the specified due date, unless they are submitted to me via email by request.*

## CLASS ATTENDANCE AND PARTICIPATION:

Attendance will be taken at the beginning of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final. I will take attendance for all class meetings, not including exam dates or other dates noted on the schedule.

I will give you two freebies (no questions asked). These two excused absences CANNOT be used on the following days: exam reviews and exams, quizzes, group project work sessions, your presentations (including others' group project presentations), and hotel site visit. After that, **10 points of the 50 points for attendance and participation will be lost for each day missed. Each missing class will result in 10 points off of your total grade points after your loss of all 50 points of your attendance and participation grade. Also be advised that beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue "F" grade if, after written warning, the student's absence or tardiness continues at a level of that constitutes "non-participation".**

The only acceptable reasons for missing class are the same as those of the exam (so, use freebies wisely ☺). **Students missing class due to severe illness and family emergency should contact the instructor ahead of time and provide him with verification document.** No points can be made up for an absence. If a student comes to a class more than 15 minutes late, s/he will be considered absent for that class. In the case that a student comes to a class less than 15 minutes late but shows a consistent pattern of being late (3 and more times), being late 3 times will equal one absence.

Participation in class discussion is very important. Please prepare for class by reading the assigned material as well as the cases. Also, many of you are working in service firms. Please share your experiences with the class. Your grade for class participation will be based on my judgment of the consistency with which you *participate constructively* and *show leadership* in class discussion and activity. Please note that class discussion includes interacting with your classmates. When I am leading case discussions, I may "cold call." Please be prepared for this. Keep in mind that if you aren't in class, you aren't participating.

## CELL PHONES AND LAPTOPS

Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited.

## EVALUATION:

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

Grade	Total Score (Percentage)	Grade	Percentage
A+	485 – 500 (97.0 – 100%)	C+	385 – 399 (77.0 – 79.9%)
A	470 – 484 (94.0 – 96.9%)	C	370 – 384 (74.0 – 76.9%)
A-	450 – 469 (90.0 – 93.9%)	C-	350 – 369 (70.0 – 73.9%)
B+	435 – 449 (87.0 – 89.9%)	D	300 – 349 (60.0 – 69.9%)
B	420 – 434 (84.0 – 86.9%)	F	Below 300 (Below 60%)
B-	400 – 419 (80.0 – 83.9%)		

## COURSE REQUIREMENTS:

Activity	Point	Percentage
Attendance & Participation	50	10%
<b>Two</b> Exams (100 points each)	200	40%
<b>One</b> Group Project (Marketing Plan)	125	25%
<b>One</b> Individual Assignment	75	15%
<b>Six</b> In-class Quizzes (top 5 of 6) (10 points each)	50	10%
<b>Total</b>	<b>500</b>	<b>100%</b>

\* The quizzes will be given at any time during class. The purpose of the quizzes is to check your preparation of class (if given at the beginning of class) and your understanding of class (if given at the end of class). The quizzes will be graded but the worst score will be dropped (will not be used in calculating your final quiz grade). There will be NO makeup quizzes.

**The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.**

**TENTATIVE COURSE SCHEDULE**

<b>WEEK</b>	<b>DATE</b>	<b>TOPIC</b>	<b>Reading</b>
1	Aug. 28	Introduction – Syllabus Review; Team Selection	
	Aug. 30	An Overview of Strategic Marketing	Chapter 1
2	Sep. 4	Planning, Implementing, and Controlling Marketing Strategies	Chapter 2
	Sep. 6	The Marketing Environment	Chapter 3
3	Sep. 11	Social Responsibility and Ethics in Marketing	Chapter 4
	Sep. 13	Marketing Research and Information Systems	Chapter 5
4	Sep. 18	Target Markets: Segmentation, Evaluation, and Positioning	Chapter 6
	Sep. 20	<b>Group Project Work Session I</b>	
5	Sep. 25	Consumer Buying Behavior and E-Marketing I	Chapter 7
	Sep. 27	Consumer Buying Behavior and E-Marketing II	Chapter 10
6	Oct. 2	<b>Mid-term Exam Review Session</b>	
	Oct. 4	<b>Mid-term Exam</b>	
7	Oct. 9	<b>No Class (Columbus Day Recess)</b>	
	Oct. 11	Business Markets and Buying Behavior	Chapter 8
8	Oct. 16	Services Marketing	Chapter 13
	Oct. 18	Developing and Managing Products	Chapter 12
9	Oct. 23	Branding and Packaging	Chapter 14
	Oct. 25	Integrated Marketing Communication	Chapter 17
10	Oct. 30	<b>Group Project Work Session II</b>	
	Nov. 1	Marketing Channels	Chapter 15
11	Nov. 6	Advertising and Public Relations	Chapter 18
	Nov. 8	Personal Selling and Sales Promotion	Chapter 19
12	Nov. 13	Pricing Concepts	Chapter 20
	Nov. 15	Setting Prices	Chapter 21
13	Nov. 20	<b>Group Project Work Session III</b>	
	Nov. 22	<b>No Class (Thanksgiving Recess)</b>	
14	<b>Nov. 27</b>	<b>Marketing Plan &amp; Strategy Presentation I</b>	3 Teams
	<b>Nov. 29</b>	<b>Marketing Plan &amp; Strategy Presentation II</b>	3 Teams
15	<b>Dec. 4</b>	<b>Marketing Plan &amp; Strategy Presentation III</b>	2 Teams
	<b>Dec. 6</b>	<b>Course Wrap-up &amp; Final Exam Review</b>	
16	<b>Dec. 13</b>	<b>Final Exam – Exam Time: 1:30 p.m. – 4:15 p.m.</b>	

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

## *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>].

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

