

GEORGE MASON UNIVERSITY

Department of Recreation, Health & Tourism

**TOUR 412—Tourism and Events Marketing  
Spring 2013**

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

LOCATION: PW Occoquan 302

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: Both days will be lecture days, however whenever possible, Thursday will be used as an application day where case studies, discussions and occasionally quizzes may take place.

### 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/ Quizzes	50	
Midterm Exam	100	March 5/7 2013
Marketing Plan-written version	100	April 18, 2013
Marketing Presentation Groups 1-6	75	April 23/25, 2013
Groups 7-10		April 30/May 2, 2013
Final Exam	100	May 9, 2013

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 Spring 2013 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>January 22/24, 2013</b>            Syllabus Overview            Chapter 1 -Marketing for Hospitality and Tourism</p>	<p><b>Week Two</b>  <b>January 29/31, 2013</b>            Chapter 2-Service Characteristics of Hospitality and Tourism Marketing            Chapter 9-Designing and Managing Products</p>
<p><b>Week Three</b>  <b>February 5/7, 2013</b>            Chapter 3-The Role of Marketing in Strategic Planning            Chapter 4-The Marketing Environment</p>	<p><b>Week Four</b>  <b>February 12/14, 2013</b>            Chapter 5-The Marketing Environment            Chapter 6-Consumer Markets and Consumer Buying Behavior</p>
<p><b>Week Five</b>  <b>February 19/21, 2013</b>            Chapter 8-Market Segmentation, Targeting and Positioning            Chapter 18-Next Years Marketing Plan</p>	<p><b>Week 6</b>  <b>February 26/28, 2013</b>            Overview of Marketing Plan and Presentation            Formation of Groups            Review for Midterm Exam</p>
<p><b>Week 7</b>  <b>March 5/7, 2013</b></p> <p>MIDTERM EXAM-TO BE ADMINISTERED VIA BLACKBOARD</p>	<p><b>Week 8</b>  <b>March 12/14, 2013</b></p> <p>NO CLASS SPRING BREAK</p>
<p><b>Week 9</b>  <b>March 19/21, 2013</b>            Chapter 7-Organizational Buying Behavior of Group Market            Chapter 10-Internal Marketing</p>	<p><b>Week 10</b>  <b>March 26/28, 2013</b>            Chapter 11-Pricing Products, Pricing Considerations, Approaches and Strategy            Chapter 12-Distribution Channels</p>
<p><b>Week 11</b>  <b>April 2/4, 2013</b>            Chapter 13-Promoting Products; Communication and Promotion Policy and Advertising            Chapter 14-Promoting Products: Public Relations and Sales Promotion</p>	<p><b>Week 12</b>  <b>April 9/11, 2013</b>            Chapter 15-Professional Sales            Chapter 16-Direct and Online Marketing: Building Customer Relationships</p>

<p><b>Week 13</b>  <b>April 16/18, 2013</b>  Chapter 17-Destination Marketing</p> <p>Written Marketing Plan document due at start of class on April 18</p>	<p><b>Week 14</b>  <b>April 23/25, 2013</b>  Groups 1-6 present their Marketing Presentation</p>
<p><b>Week 15</b>  <b>April 30/May 2, 2013</b>  Groups 7-10 present their Marketing Presentation  Final Exam Review</p>	<p><b>Week 16</b>  <b>THURSDAY 5/9</b>  <b>FINAL EXAM</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.