

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

Tour 412 – Tourism and Event Marketing (3)

Fall 2013

DAY/TIME:	T & R 12:00 – 1:15 p.m.	LOCATION:	Bull Run Hall 257, PW Campus
PROFESSOR:	Dr. Naehyun (Paul) Jin	EMAIL ADDRESS:	njin@gmu.edu
OFFICE LOCATION:	Bull Run Hall 202, PW Campus	PHONE NUMBER:	703-993-7785
OFFICE HOURS:	T & R 1:15 – 2:15 p.m. or by appointment	FAX NUMBER:	703-993-2025

PREREQUISITES:

Undergraduate level [TOUR 200](#) Minimum Grade of D and Undergraduate level [TOUR 220](#) Minimum Grade of D and Undergraduate level [PRLS 310](#) Minimum Grade of D and Undergraduate level [PRLS 410](#) Minimum Grade of D

COURSE DESCRIPTION:

This course provides understanding and tools for marketing and management of financial resources in entrepreneurial tourism enterprises. This course also 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.

REQUIRED READINGS:

Kotler, P., Bowen, J.T., & Makens, J. C. (2014) *Marketing for Hospitality and Tourism (6th.)*. Prentice Hall
ISBN: 978-0-13-278402-3

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).

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:

The 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%
Two Exams (100 points each)	200	40%
One Group Project (Marketing Plan)	125	25%
One Individual Assignment	75	15%
Five In-Class Quizzes	50	10%
Total	500	100%

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:

WEEK	DATE	TOPIC	READING
1	Aug. 27	Introduction – Syllabus Review, Team Selection	
	Aug. 29	Introduction: Marketing for Hospitality and Tourism	Chapter 1
2	Sep. 3	Service Characteristics of Hospitality and Tourism Marketing	Chapter 2
	Sep. 5	The Role of Marketing in Strategic Planning	Chapter 3
3	Sep. 10	The Marketing Environment	Chapter 4
	Sep. 12	Market Segmentation, Targeting, and Positioning	Chapter 8
4	Sep. 17	Designing and Managing Products	Chapter 9
	Sep. 19	Consumer Markets and Consumer Buying Behavior	Chapter 6
5	Sep. 24	Promoting Products: Communication and Promotion Policy and Advertising	Chapter 13
	Sep. 26	Destination Marketing	Chapter 17
6	Oct. 1	Mid-term Exam Review Session	
	Oct. 3	Mid-term Exam	
7	Oct. 8	Group Project Work Session & Destination/Event Marketing	
	Oct. 10	Distribution Channels	Chapter 12
8	Oct. 15	No Class (Columbus Day Recess)	
	Oct. 17	Professional Sales	Chapter 15
9	Oct. 22	Direct and Online Marketing	Chapter 16
	Oct. 24	Organizational Buyer Behavior of Group Market	Chapter 7
10	Oct. 29	Next Year’s Marketing Plan	Chapter 18
	Oct. 31	Group Project Work Session	
11	Nov 5	Individual Project Presentation	
	Nov 7	Individual Project Presentation	
12	Nov 12	Marketing Information System and Marketing Research	Chapter 5
	Nov 14	Internal Marketing	Chapter 10
13	Nov 19	Pricing Products	Chapter 11
	Nov 21	Promoting Products: Public Relations and Sales Promotion	Chapter 14
14	Nov 26	Group Project Work Session	
	Nov 28	No Class (Thanksgiving Recess)	
15	Dec 3	Marketing Plan Presentation I	3 Teams
	Dec 5	Marketing Plan Presentation II & Exam Review	2 Teams
16	Dec 12	Final Exam – Exam Time: 10:30 am – 1:15pm	

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

Attendance & 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. Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence.

I will give you two freebies (no questions asked). These two excused absences CANNOT be used on the following days: exams, quizzes, group project work sessions, and your presentations (including others’ group project presentations). 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.

Participation in this class is strongly required as this will contribute to the content quality of the class as well as your intellectual benefit from it. 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 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.

Quiz:

Quiz 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.

Mid-Term and Final Exams:

Questions are constructed by the authors of the text book and will cover additional contents that were covered during class. A study guide, featuring the exact questions and the material location (in the book or additional lectures, articles, cases, and presentations), shall be provided before the exam.

Individual Project – Destination/Hometown/Event Marketing (You can pick one topic from three options):

This assignment involves marketing strategies of a destination/a special event, a written report (50 pts.), and a presentation (25 pts.):

- You are to find a destination in Virginia or your preferred location (You can choose a destination from other countries). **Also you can use your hometown as your destination.**
- You are to find a single special event (e.g., festival, fair, or meetings) that is held in Virginia or your preferred location.
- The destination/event that is being studied **must be approved by the instructor.**
- You may have to interview an event organizer or a manager of the hosting or sponsoring organization to make a quality investigation if it is necessary.
- The written report should include descriptions of major important components of marketing strategies (e.g., environment scanning, target market, marketing strategy, and marketing control).
- **The report should be typewritten, double spaced, and not exceed 8 pages.** You are to make a **10-minute formal presentation** including Q & A and discussion time. Presenters are required to dress in business casual.
- Detailed information will be provided during class.

Group Project – Marketing Plan:

Detailed information will be provided during class. Each group will submit Marketing Plan report and make a 20-minute presentation describing their Marketing Plan followed by 5-minute Q & A.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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.

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/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

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.

