

GEORGE MASON UNIVERSITY

Department of Recreation, Health & Tourism

**TOUR 412—Tourism and Events Marketing  
Spring 2014**

DAY/TIME:	DE	LOCATION:	DE
PROFESSOR:	Rebecca Kelley	EMAIL ADDRESS:	rkelley5@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.

The course is broken down by modules within the online classroom, and each module is labeled with the dates corresponding to that week. In each module you will find the information on any weekly readings, lectures, discussions and assignments. Please check the classroom each Monday to review the assignments for the week.

### 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	25	
Midterm Exam	100	March 2-9, 2014
Discussions/Case Studies	75	Check Weekly Modules
Marketing Plan-written version	100	April 20, 2014
Marketing Presentation Groups 1-6	100	April 21-27, 2014
Groups 7-10		April 28-May 4, 2014
Final Exam	100	May 7-10, 2014

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 2014 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 Module</b>  <b>January 21-26</b>            Syllabus Overview            Chapter 1 -Marketing for Hospitality and Tourism</p>	<p><b>Week Two Module</b>  <b>January 27-Feb 2</b>            Chapter 2-Service Characteristics of Hospitality and Tourism Marketing            Chapter 9-Designing and Managing Products</p>
<p><b>Week Three Module</b>  <b>February 3-9</b>            Chapter 3-The Role of Marketing in Strategic Planning            Chapter 4-The Marketing Environment</p>	<p><b>Week Four Module</b>  <b>February 10-16</b>            Chapter 5-The Marketing Environment            Chapter 6-Consumer Markets and Consumer Buying Behavior</p>
<p><b>Week Five Module</b>  <b>February 17-23</b>            Chapter 8-Market Segmentation, Targeting and Positioning            Chapter 18-Next Years Marketing Plan</p>	<p><b>Week 6 Module</b>  <b>February 24-March 2</b>            Overview of Marketing Plan and Presentation            Formation of Groups            Review for Midterm Exam</p>
<p><b>Week 7 Module</b>  <b>March 2-9</b>             MIDTERM EXAM</p>	<p><b>Week 8 Module</b>  <b>March 10-16</b>             SPRING BREAK</p>
<p><b>Week 9 Module</b>  <b>March 17-23</b>            Chapter 7-Organizational Buying Behavior of Group Market            Chapter 10-Internal Marketing</p>	<p><b>Week 10 Module</b>  <b>March 24-30</b>            Chapter 11-Pricing Products, Pricing Considerations, Approaches and Strategy            Chapter 12-Distribution Channels</p>
<p><b>Week 11 Module</b>  <b>March 31-April 6</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 Module</b>  <b>April 7-13</b>            Chapter 15-Professional Sales            Chapter 16-Direct and Online Marketing: Building Customer Relationships</p>

<p><b>Week 13 Module</b>  <b>April 14-20</b>  Chapter 17-Destination Marketing</p> <p>Written Marketing Plan document due April 20</p>	<p><b>Week 14 Module</b>  <b>April 21-27</b></p> <p>Groups 1-6 present their Marketing Presentation</p>
<p><b>Week 15 Module</b>  <b>April 28-May 4</b>  Groups 7-10 present their Marketing Presentation</p>	<p><b>Week 16 Module</b>  <b>May 7-10</b></p> <p><b>FINAL EXAM</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. Participation in weekly assignments and discussions, as well as attending presentations of your classmates is a necessary requirement of this course. We will work to build a sense of community within our online classroom, but it is up to you to attend, join in and take part.

**Case Studies/Discussions:** Throughout the term there will be graded Case Study Assignments and Weekly Discussion questions that you are to respond to. Discussions will be topical and due on Thursdays of each week, and you should provide comments and feedback to at least two classmates by the end of the week (Sunday). All graded Case Studies and Discussions will total 75 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. Work submitted after the week had ended will receive a zero for the assigned Discussion Questions and/or Case Study.

**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 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.