

**George Mason University**  
**College of Education and Human Development**  
Hospitality, Tourism and Events Management

TOUR 412 (001) - HTEM Marketing  
3 Credits, Fall 2016  
DE/Online

**Faculty**

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**Prerequisites/Corequisites**

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

**University Catalog Course Description**

Applies marketing principles, theories and concepts in developing strategies for hospitality, tourism and event management businesses. Emphasizes market segmentation, marketing mix, sales planning and public relations.

**Course Overview**

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 Delivery Method**

This course will be delivered online (76% or more) using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on August 29, 2016.

### *Technical Requirements*

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- [Include the following sentence, if applicable:] Students will need a headset microphone for use with the Blackboard Collaborate web conferencing tool.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
  - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]
  - [Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>]
  - [Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)]

### *Expectations*

- Course Week:  
Because asynchronous courses do not have a "fixed" meeting day, our week will start on Mondays, and finish on Sundays
- Log-in Frequency:  
Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.

- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

### **Learner Outcomes or Objectives**

This course is designed to enable students to do the following:

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

### **Professional Standards**

Upon completion of this course, students will have met the following professional standards:  
Not Applicable

### **Required Texts**

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

## Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

- **Assignments and Examinations**

- **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.
- **There will be two exams for this course, a midterm and a final exam.**

- **Other Requirements**

- **Attendance** – Regular online attendance is essential to your success in TOUR 412

- **Course Performance Evaluation Weighting**

- **Grading Policies**

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

### Grading Scale

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

### Professional Dispositions

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: <http://cehd.gmu.edu/values/>.

## GMU Policies and Resources for Students

### *Policies*

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://course support.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

**For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.**

**Class Schedule**

<b>Week One</b> <b>August 29-September 4</b> Syllabus Overview Chapter 1 –Marketing for Hospitality and Tourism	<b>Week Two</b> <b>September 5-11</b> Syllabus Overview Chapter 1 –Marketing for Hospitality and Tourism
<b>Week Three</b> <b>September 12-18</b> Chapter 3-The Role of Marketing in Strategic Planning Chapter 4-The Marketing Environment	<b>Week Four</b> <b>September 19-25</b> Chapter 5-The Marketing Environment Chapter 6-Consumer Markets and Consumer Buying Behavior
<b>Week Five</b> Chapter 8-Market Segmentation, Targeting and Positioning Chapter 18-Next Years Marketing Plan	<b>Week 6</b> <b>Oct 3-9</b> Overview of Marketing Plan and Presentation Formation of Groups Review for Midterm Exam
<b>Week 7</b> <b>October 10-16</b> MIDTERM EXAM	<b>Week 8</b> <b>October 17-23</b> Chapter 7-Organizational Buying Behavior of Group Market Chapter 10-Internal Marketing
<b>Week 9</b> <b>October 24-30</b> Chapter 11-Pricing Products, Pricing Considerations, Approaches and Strategy Chapter 12-Distribution Channels	<b>Week 10</b> <b>October 31-November 6</b> Chapter 13-Promoting Products; Communication and Promotion Policy and Advertising Chapter 14-Promoting Products: Public Relations and Sales Promotion

<b>Week 11</b> <b>November 7-13</b> Chapter 15-Professional Sales Chapter 16-Direct and Online Marketing: Building Customer Relationships	<b>Week 12</b> <b>November 14-20</b> Chapter 17-Destination Marketing Written Marketing Plan document due November 20
<b>Week 13</b> <b>November 21-27</b> <b>NO CLASS-Thanksgiving</b>	<b>Week 14</b> <b>November 28-Dec 4</b> Groups 1-4 present their Marketing Presentation
<b>Week 15</b> <b>December 5-11</b> Groups 5-8 present their Marketing Presentation	<b>Week 16</b> <b>December 13-17</b> Final Exam

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### Assessment Rubric(s)

#### EVALUATION

Type	Points	Due Date
Participation/Attendance	25	
Midterm Exam	100	October 10-16
Discussions/Case Studies	75	
Marketing Plan-written	100	November 20
Marketing Presentation	100	
Groups 1-4		November 28-Dec. 4
Groups 5-8		December 5-11
Final Exam	100	December 13-17