

**GEORGE MASON UNIVERSITY**  
**College of Education and Human Development**  
**School of Recreation, Health, and Tourism**

PRLS 411—Administration of Rec, Health and Tourism Organizations II (3) Section 001

3 Credits Fall Semester 2017  
Monday 10:30-1:10 Prince William Campus, Colgan Hall Room Number 204

INSTRUCTOR: Michael P. McHale, M.S.  
OFFICE HOURS: By Appointment or after  
Monday's class

OFFICE LOCATION: TBD

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PREREQUISITES  
PRLS 410 and 60 credit hours

#### COURSE DESCRIPTION

Focuses on planning techniques for health, fitness, and recreation organizations. Covers program and organizational marketing principles and strategies; service quality assessment and organizational evaluation techniques; and organizational financing.

#### COURSE OVERVIEW

The course is a thorough review and practical application of marketing techniques and strategies utilized by professionals serving in for-profit and non-profit leisure service organizations. Instruction will include a historical examination of marketing with emphasis on service organizations. Text review, class discussion and case studies will focus on marketing issues specific to the leisure industry, market research, target marketing/segmentation, branding, advertising and direct marketing. Students will be required to develop and present a formal marketing plan as a term project. The course will be delivered face to face in a classroom setting. Students are held to the standards of the George Mason University Honor Code and 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 **no credit will be given**.

#### COURSE DELIVERY METHOD

This course will be delivered face to face, lecture/discussion method in a formal classroom setting.

#### *Technical Requirements*

To participate in this course, students will have 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.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computers 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://windows.microsoft.com/en-u/windows/downloads/windows-media-player/]
  - [Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)]

## ***Expectations***

- **Course Week:**  
Our course week will begin on the day that our synchronous meetings take place as indicted on the Schedule of Classes.
- **Log-in Frequency:**  
Students must actively check course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least two 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.

## **COURSE OBJECTIVES**

At the completion of the course, students will understand the concept of organizational marketing as it applies to for-profit and non-profit leisure service organizations. Specifically, students will become familiar with the practical application of the following marketing techniques and strategies:

1. Understanding market dynamics
2. Design of a practical marketing plan for a leisure service organization
3. Market research and market segmentation
4. Organizational factors that affect service delivery
5. Advertising and cost pricing strategies
6. Community relations and outreach
7. The grant process

## **PROFESSIONAL ASSOCIATION STANDARDS**

At the completion of this course, students will meet the following professional accreditation standards for the **Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT):**

7.03 Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions
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## **REQUIRED READINGS**

Janes, Patricia Click (2006). *Marketing in Leisure and Tourism: Reaching New Heights*.

State College: Pennsylvania Venture Publishing, Inc.

Other readings as assigned throughout semester. Required readings will be posted on Blackboard, accessible at [courses.gmu.edu](http://courses.gmu.edu).

## **EVALUATION**

Students are responsible for all information presented in the course, including that delivered through guest lectures, audio-visuals, and handouts. Students are expected to attend all class sessions, actively participate in class discussions, and complete all assignments. Not more than two absences will be allowed, any additional absence will result in a 4 point reduction from the class participation and attendance point score (maximum total of 50). Students must not miss any of the test or presentation classes. There will be 4 non-cumulative tests. The test format will be multiple choice, T&F and possibly short answer questions. The first three tests will be fifty questions and the fourth test will be twenty-five questions. **The term project topic and outline must be submitted for review and approval NLT October 16th .** Only students with extreme emergencies, a documented medical excuse or university-sponsored functions discussed with the instructor prior to the due date will be given consideration for exception. This project will include two deliverables: (a written marketing plan for an existing organization (public or private sector) and an in class presentation of the plan. **The written plan is due not later than November 20th** and should be written consistent with Chapter 4 of the Janes' text, specifically pages 80 thru 83. Written plans are expected to be at least 30 pages, double spaced type. Plans will be evaluated in terms of: 1. Quality references (at least 4 required), 2. Logical plan development from organizational

assessment through market research to proposed strategic action steps and 3. Plan organization, writing style and presentation. The in-class presentation will be 10 minutes, with an additional 5 minutes of student/instructor questions and discussion. PowerPoint is recommended for the presentations, but is not required.

### Requirements

Class Participation and Attendance	50
Term Research Project	100
Tests: (3 @ 100 points each, 1@50 points)	350
Test #1 Chapters 1-4	
Test #2 Chapters 5-8	
Test #3 Chapters 9-12	
Test #4 Chapters 13-14	
<b>Total</b>	<b>500</b>

*Research Presentation* – The presentation needs to include an introduction, a statement of the problem, the methodology, sample of the results, discussion items and conclusion/recommendations. Visual support such as PowerPoint must be included.

*Research Proposal* – The proposal needs to be typed, double spaced with 12 Time New Roman font. The proposal must include an introduction, a statement of the problem, the methodology, results, a discussion and conclusion/recommendations.

*Participation* – Students must attend class in order to participate in the discussions generated by the readings. Contribution will be evaluated based on the number and quality of questions asked or answered and opinion provided when asked.

### Grading Scale

A	= 460 – 500	B+	= 440 – 449	C+	= 390 – 399	D	= 300 – 349
A-	= 450 - 459	B	= 410 – 439	C	= 370 – 389	F	= 0 – 299
		B-	= 400 – 409	C-	= 350 – 369		

### 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.

### 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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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

**TENTATIVE COURSE SCHEDULE**

Date	Topic	Class Activity/Assignment
August 28	Course Introduction/Planning Reaching New Heights - Integrating Marketing	Student introductions/expectations Chapter 1
September 11	The Marketing of Leisure and Tourism Experiences  The Quality Service Foundation	Chapter 2  Chapter 3
September 18	Enabling Marketing Action Marketing – Practical Application Test 1 Review	Chapter 4  Test 1
September 25	Understanding, Developing, and Applying Marketing Research Developing the Strategy	Chapter 5 Chapter 6
October 2	Target Market Approaches  Brand Positioning and Marketing Outcomes	Chapter 7 Chapter 8
October 9	Marketing Plan Term Project Review  Test 2 Review	Discussion of Format/Design/Content Requirements

		Test 2
October 16	Processing Operational Decisions Term Project topic and outline due	Chapter 9 Brief student presentation and discussion of project plan
October 23	Organization Offerings, Distribution, and Pricing Promotional Brand, Collateral Design and Events	Chapter 10 Chapter 11
October 30	Advertising, Public Relations, and Crisis Communication  Test 3 Review	Chapter 12  Test 3
November 6	Marketing – Practical Application	Guest Speaker TBA
November 13	Relationships: Community, Sponsorships, and Stewardship  Direct Marketing: Internal and External Sales	Chapter 13  Chapter 14
<b>November 20</b>	<b>Marketing plan Projects Due</b>  The Grant Process  Test 4 Review	   Test 4
November 27	Marketing plan Presentations	Assignments TBA
December 4	Class Presentations	Assignments TBA

**Please note that students should read each text chapter and assigned readings prior to class in order to fully participate in class discussions. Reading assignments outside the text may be required. These will be posted on Blackboard no less than one week prior to their due date.**

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