

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

TOUR 412 001 – Hospitality, Tourism and Event Marketing  
3 Credits, Spring 2018

Mon & Wed 9:00 – 10:15 A.M, Robinson Hall B #228 - Fairfax Campus

**Faculty**

Name: Dr. Naehyun (Paul) Jin  
Office Hours: M&W 10:30 – 11:30 a.m. or by appointment  
Office Location: **Sci Tech:**Bull Run Hall 202; **Fairfax:** Thompson Hall, Room 1408  
Office Phone: 703-993-7785  
Email Address: njin@gmu.edu

**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 Overview**

Students develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b) planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan.

**Course Delivery Method**

Lecture Format – 100% Face-to-Face

**Learner Outcomes or 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.

## Required Texts

Kotler, P., Bowen, J.T., & Makens, J. C. (2014) *Marketing for Hospitality and Tourism (6th.)*. Prentice Hall

## Course Performance Evaluation

The course will be graded on a percentage system, with a total of 100 possible percentage points.

Students are expected to submit all assignments on time in the manner outlined by the instructor

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	35	7%
Attitude	20	4%
Two Exams (100 points each)	200	40%
One Group Project (Marketing Plan)	100	20%
Two Small Assignments (10 pts each)	20	4%
Industry News Presentation	25	5%
One Individual Assignment	50	10%
Five In-Class Quizzes	50	10%
<b>Total</b>	<b>500</b>	<b>100%</b>

Grading rubrics are found at the course Blackboard (online).

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.

### 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.

### **Attitude:**

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. **Students receiving telephone calls or texting will get zero for attitude grade. Eating should not be allowed in the classroom.** It is a distraction to the teaching and learning process and results in a mess in the classroom. Students should be allowed to bring water bottles in the classroom though. **Violation of basic rules above will result in zero for attitude grade.**

### **Mid-Term and Final Exams:**

Questions are constructed by the authors of the text book and will cover additional contents that were covered during classes. 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.

### **Group Project:**

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.

### **Two Small Assignments:**

Detailed information will be provided during class. Understand and practice marketing concepts by observing service environment and finding useful promotion tools.

### **Industry News Presentation:**

- A presenter will introduce a current event or interesting news related to the chapter of the day in tourism & event industry.
- The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part.
- Then the presenter will lead a discussion based on the question in the selected material.
- Introduce a discussion topic and generate discussion among audiences
- Summarize discussion and share your suggestions or thoughts with audiences
- The presentation should last about 5-10 minutes!

### **Individual Assignment (Destination/Event Marketing):**

This assignment involves **marketing strategies of a destination/a special event**, a written report (40 pts.), and a presentation (10 pts.):

- You are to find a destination in Virginia or your preferred location (You can choose a destination from other countries).
- 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**.
- 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.

### **Quizzes:**

The quizzes 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.

### **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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- The Writing Center 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

## Class Schedule

WEEK	DATE	TOPIC	READING
1	Jan. 22	Introduction – Syllabus Review, Team Selection	
	Jan. 24	Introduction: Marketing for Hospitality and Tourism	Chapter 1
2	Jan. 29	Service Characteristics of Hospitality and Tourism Marketing	Chapter 2
	Jan. 31	The Role of Marketing in Strategic Planning	Chapter 3
3	Feb. 5	The Role of Marketing in Strategic Planning	Chapter 3
	Feb. 7	The Marketing Environment	Chapter 4
4	Feb. 12	Market Segmentation, Targeting, and Positioning	Chapter 8
	Feb. 14	Designing and Managing Products	Chapter 9
5	Feb. 19	Consumer Markets and Consumer Buying Behavior	Chapter 6
	Feb. 21	<b>Mid-term Exam Review Session</b>	
6	Feb. 26	<b>Mid-term Exam</b>	
	Feb. 28	<b>Career Social (Feb 28) – Mandatory (Attendance check)</b>	
7	Mar. 5	<b>Group Project Work Session &amp; Individual Project</b>	
	Mar. 7	Pricing Products	Chapter 11
8	Mar. 12	<b>Spring Break</b>	
	Mar. 14	<b>Spring Break</b>	
9	Mar. 19	Organizational Buyer Behavior of Group Market	Chapter 7
	Mar. 21	Promoting Products: Communication and Promotion Policy and Advertising	Chapter 13
10	Mar. 26	<b>Group Project Work Session</b>	
	Mar. 28	<b>Individual Project Presentation</b>	
11	Apr. 2	<b>Individual Project Presentation</b>	
	Apr. 4	Promoting Products: Public Relations and Sales Promotion	Chapter 14
12	Apr. 9	Destination Marketing	Chapter 17
	Apr. 11	Distribution Channels	Chapter 12
13	Apr. 16	Professional Sales	Chapter 15
	Apr. 18	Direct and Online Marketing	Chapter 16
14	Apr. 23	Special Topic	
	Apr. 25	<b>Group Project Work Session &amp; Final Exam Review</b>	
15	Apr. 30	<b>Marketing Plan Presentation 1</b>	
	May. 2	<b>Marketing Plan Presentation 2</b>	
16	May 14	<b>Final Exam</b>	

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

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

