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 2018
Monday 10:30-1:10 Prince William Campus, Colgan Hall Room Number 204

FACULTY
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Office Hours: By Appointment

Office Location: College of Education and Program Development
Program Office, Colgan Hall, Prince William Campus

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Email address: mmchale2@gmu.edu

PREREQUISITES
PRLS 410 and 60 credit hours

University Catalog 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, posted notes, class assignments 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 as a hybrid class that includes an initial face to face classroom session, followed by on-line text review and examinations and will conclude with formal in-class marketing plan presentations. Students are held to the standards of the George Mason University Honor Code and are expected to attend all class sections, actively participate in on-line text review and fulfill all assignments. Assignments must be turned in on the specified date due or no credit will be given.

Course Delivery Method
This course will be delivered through an initial face to face meeting, followed by on-line review of text and class notes, on-line examinations and formal classroom presentations.

LEARNER 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 STANDARDS

Upon completion of this course, students will have met the following professional accreditation standards: 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

REQUIRED TEXT

Other readings as assigned throughout semester. Required readings will be posted on Blackboard, accessible at courses.gmu.edu.

COURSE PERFORMANCE EVALUATION

Students are responsible for all information presented in the course, including that delivered during the initial classroom meeting and on-line lectures and notes. Students are expected to review the text and all posted on-line notes and complete all assignments. There will be 4 non-cumulative on-line 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 15th. 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 19th 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
Term Research Project 150
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
Total 500
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 Times 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

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<thead>
<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>460 – 500</td>
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<td>A-</td>
<td>450 - 459</td>
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<td>B</td>
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<td>C-</td>
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<td>D</td>
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<td>B-</td>
<td>410 – 439</td>
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<td>C-</td>
<td>350 – 369</td>
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Professional Dispositions

Students are expected to exhibit professional behavior and disposition at all times.

CLASS SCHEDULE

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Class Activity/Assignment</th>
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<tbody>
<tr>
<td>August 27</td>
<td>Course Introduction/Planning Reaching New Heights - Integrating Marketing</td>
<td>Student introductions/expectations Chapter 1</td>
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<tr>
<td>September 10</td>
<td>The Marketing of Leisure and Tourism Experiences The Quality Service Foundation</td>
<td>Chapter 2 Chapter 3</td>
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<td>September 17</td>
<td>Enabling Marketing Action Marketing – Practical Application Test 1 Review</td>
<td>Chapter 4 Test 1</td>
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<td>September 24</td>
<td>Understanding, Developing, and Applying Marketing Research Developing the Strategy</td>
<td>Chapter 5 Chapter 6</td>
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<td>October 1</td>
<td>Target Market Approaches Brand Positioning and Marketing Outcomes</td>
<td>Chapter 7 Chapter 8</td>
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<td>Date</td>
<td>Event Description</td>
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| October 8 | Marketing Plan Term Project Review  
Test 2 Review  
Discussion of Format/Design/Content Requirements  
Test 2 |
| October 15| Processing Operational Decisions  
Term Project topic and outline due  
Chapter 9  
Brief student presentation and discussion of project plan |
| October 22| Organization Offerings, Distribution, and Pricing  
Promotional Brand, Collateral Design and Events  
Chapter 10  
Chapter 11 |
| October 29| Advertising, Public Relations, and Crisis Communication  
Test 3 Review  
Chapter 12  
Test 3 |
| November 5| Marketing – Practical Application  
Review Sample Presentation Videos |
| November 12| Relationships: Community, Sponsorships, and Stewardship  
Direct Marketing: Internal and External Sales  
Chapter 13  
Chapter 14 |
| November 19| **Marketing plan Projects Due**  
The Grant Process  
Test 4 Review  
Test 4 |
| November 26| Class Marketing plan Presentations  
Assignments TBA |
| December 3| Class Marketing Plan Presentations  
Assignments TBA |

Please note that students should read each text chapter consistent with the above schedule in order to be prepared for each of the noted examinations. 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, with notification to students.
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 https://catalog.gmu.edu/policies/honor-code-system/).

- 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 https://ds.gmu.edu/).

- Students must silence all sound emitting devices during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to 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/.

- 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/students/.