

**George Mason University**  
**College of Education and Human Development**  
**School of Sport, Recreation, and Tourism Management**  
**Tourism and Events Management**

Tour 412 (DL1) – Hospitality, Tourism and Event Marketing and Sales  
3 credits, Fall 2022  
Online

**Faculty**

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**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

**University Catalog 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 Delivery Method**

This course will be delivered online (100%) using asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on Monday, Aug 22, 2022

**Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.**

**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.
- 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: [Add or delete options, as desire.]
  - 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 Monday, and finish on Saturday.
- 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 **5 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

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 READINGS:

Kotler, P., Bowen, J.T., Makens, J. C., & Baloglu, S. (2019) *Marketing for Hospitality and Tourism (8th.)*. Pearson

## Course Performance Evaluation

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

Grade	Percentage	Grade	Percentage
A+	97.0-100%	C+	77.0-79.9%
A	94.0-96.9%	C	74.0-76.9%
A-	90.0-93.9%	C-	70.0-73.9%
B+	87.0-89.9%	D	60.0-69.9%
B	84.0-86.9%	F	Below 60%
B-	80.0-83.9%		

## Course Requirements

Activity	Point	Percentage
Participation (Discussion)	80	16 %
Two Exams (100 points each)	200	40%
Final Project (Marketing Plan)	100	20%
Industry News	20	4%
Five Quizzes	100	20%
<b>Total</b>	<b>500</b>	<b>100%</b>

## Assignment Description and Grading Rubrics:

### Attendance-Participation (16%):

#### **Attendance-Participation (Discussion):**

Participation in this class constitutes 16% of the grade and is required as this will contribute to the content quality of the class as well as to your intellectual benefit from it. This will be evaluated by your entries on the Discussion Board each week. **If you do not participate you will receive a 0 for the week. To receive full points each week, 1) you need to join the discussion and respond back to at least two classmates for discussion and comments. 2) Provide at least either two comments or questions to industry news questions from presenters each week.** Further, participation in the DB Forums is the only way to register attendance in the course. The deadline for posting discussion questions(from the instructor) and industry news summary (from the assigned presenters) each week is each Monday by 11:59 pm. This will allow participants to respond to your postings before the week ends on Friday at 11:59 pm. **Late submissions will be counted as a zero (0).** The A&P will be graded but the worst score will be dropped (will not be used in calculating your final A&P grade).

### Quizzes (20%):

Multiple Choice Exams are 20 % of the grade (6 total tests and each test is 20 points). They will cover only text-book material ***on the chapters of the week***. The number of questions for each Exam will be 20 questions. ***These tests will be timed and must be completed in one sitting.*** Missing a test leads to “ZERO” point for this MCT and will **NOT** be compensated with another chance to receive a grade unless it is due to a personal illness or family emergency that must be documented by a physician’s note. The quizzes will be graded but the worst score will be dropped (will not be used in calculating your final quiz grade).

### Mid and Final exam (40%):

Exam is a multiple choice test and essay. It covers all chapters in the syllabus. Questions on the mid and final exam include the questions from quizzes as well as new questions.

## **Industry News (News Summary and Discussion Board Facilitation): (4%)**

A presenter will find and post the summary of industry news related to the chapter of each week in tourism, event and hospitality industry on discussion section. The sources (Interview, Internet Information, Textbooks, Articles, Media, and so on) should be addressed in the reference part. A presenter will summarize article and include two discussion questions. All students should post questions or comments to industry news. Presenters are required to provide answers and your thoughts to questions or comments from students by each Friday. Detailed grading rule of industry news and assigned presenters can be found in the “course content” folder.

## **Final - Individual Project (20%):**

A minimum of 13 pages double-spaced text (references and appendix including graphs, tables, pictures are excluded from the above requirement) in APA academic style. Detailed grading rule of this research project can be found in the “course content” folder. You will be required to post your progress week 6 to demonstrate progress made on the paper. Failure to post any of the progresses may result in a zero (0) grade on the assignment. Papers will likely be submitted to an online program used by the instructor such as “turn it in” to check for plagiarism and references cited. If plagiarism is found the instructor will follow the university policy for action. This research Paper is due by **11:59pm on Nov 30, 2022**. PPT presentation (15 to 20 minutes) using **Kaltura Capture** should be posted on Blackboard by **11.59pm on Dec 2, 2022**. No extension will be provided.

## **Professional Dispositions**

Students are expected to exhibit professional behaviors and dispositions at all times.

## **Class Schedule**

<b>Week</b>	<b>Topics/Activities</b>	<b>Readings</b>
Week 1 8/22-8/26	Marketing for hospitality and tourism <ul style="list-style-type: none"><li>Directed readings due Friday 8/26 by 11:00p.m</li><li>Introduce yourself to the class in the Personal Introductions section due Friday 8/26 by 11:00p.m</li><li>Review the information on the final project in the Contents</li><li>Review Industry News information</li></ul>	Chapter 1 Syllabus review
Week 2 8/29-9/2	Service characteristics of hospitality and tourism marketing The role of marketing in strategic planning <ul style="list-style-type: none"><li>Directed readings due Friday 9/2 by 11:00p.m</li><li>Discussion comments due Friday 9/2 by 11:00p.m</li><li>Review the information on the final project in the Contents – Post topic for the project on Blackboard due Friday 9/2 by 11:00p.m</li><li>Industry News Discussion due Friday 9/2 by 11:00p.m</li></ul>	Chapters 2& 3
Week 3 9/5-9/9	The marketing environment Consumer markets and consumer buying behavior <ul style="list-style-type: none"><li>Directed readings due Friday 9/9 by 11:00p.m</li><li>Discussion comments due Friday 9/9 by 11:00p.m</li><li>Quiz 1 (Chapters 1,2, &amp; 3) due Friday 9/9 by 11:30p.m (start from 9/8 at 9:00a.m)</li><li>Industry News Discussion due Friday 9/9 by 11:00p.m</li></ul>	Chapter 4& 6
Week 4 9/12-9/16	Organizational buyer behavior of group market Customer –Driven Marketing Strategy: Creating value for target customers <ul style="list-style-type: none"><li>Directed readings due Friday 9/16 by 11:00p.m</li></ul>	Chapter 7&8

	<ul style="list-style-type: none"> <li>• Discussion comments due Friday 9/16 by 11:00p.m</li> <li>• Quiz 2 (Chapters 4&amp; 6) due Friday 9/16 by 11:00p.m (start from 9/15 at 9:00a.m)</li> <li>• Industry News Discussion due Friday 9/16 by 11:00p.m</li> </ul>	
Week 5 9/19-9/23	<p>Designing and managing products and brands Pricing : Understanding and capturing customer value</p> <ul style="list-style-type: none"> <li>• Directed readings due Friday 9/23 by 11:00p.m</li> <li>• Discussion comments due Friday 9/23 by 11:00p.m</li> <li>• Quiz 3 (Chapters 7&amp; 8) due Friday 9/23 by 11:00p.m (start from 9/22 at 9:00a.m)</li> <li>• Industry News Discussion due Friday 9/23 by 11:00p.m</li> </ul>	Chapters 9& 11
Week 6 9/26-9/30	<p>Submit progress report of marketing plan</p> <ul style="list-style-type: none"> <li>• Post progress of final project to discussion board due Friday 9/30 by 11:00p.m</li> </ul>	
Week 7 10/3-10/7	<p>Midterm Exam</p> <ul style="list-style-type: none"> <li>• Midterm (Chapters 1,2,3,4,6,7,8.9&amp;11) due Friday 10/7 by 11:00p.m (start from 10/6 at 9:00a.m)</li> </ul>	
Week 8 10/10-10/14	<p>Distribution channels delivering customer value Engaging customers and communicating customer value and advertisement</p> <ul style="list-style-type: none"> <li>• Directed readings due Friday 10/14 by 11:00p.m</li> <li>• Discussion comments due Friday 10/14 by 11:00p.m</li> <li>• Industry News Discussion due Friday 10/14 by 11:00p.m</li> </ul>	Chapters 12&13
Week 9 10/17-10/21	<p>Promoting products: Public relations and sales promotions Professional sales</p> <ul style="list-style-type: none"> <li>• Directed readings due Friday 10/21 by 11:00p.m</li> <li>• Discussion comments due Friday 10/21 by 11:00p.m</li> <li>• Quiz 4 (Chapters 12&amp; 13) due Friday 10/21 by 11:00p.m (start from 10/20 at 9:00a.m)</li> <li>• Industry News Discussion due Friday 10/21 by 11:00p.m</li> </ul>	Chapters 14&15
Week 10 10/24-10/28	<p>Direct, Online, Social Media, and Mobile Marketing Destination Marketing</p> <ul style="list-style-type: none"> <li>• Directed readings due Friday 10/28 by 11:00p.m</li> <li>• Discussion comments due Friday 10/28 by 11:00p.m</li> <li>• Quiz 5 (Chapters 14&amp; 15) due Friday 10/28 by 11:00p.m (start from 10/27 at 9:00a.m)</li> <li>• Industry News Discussion due Friday 10/28 by 11:00p.m</li> </ul>	Chapters 16 &17
Week 11 10/31-11/4	<p>Managing customer information to gain customer insight</p> <ul style="list-style-type: none"> <li>• Directed readings due Friday 11/4 by 11:00p.m</li> <li>• Discussion comments due Friday 11/4 by 11:00p.m</li> <li>• Industry News Discussion due Friday 11/4 by 11:00p.m</li> </ul>	Chapters 5
Week 12 11/7-11/11	<p>Internal marketing</p> <ul style="list-style-type: none"> <li>• Directed readings due Friday 11/11 by 11:00p.m</li> <li>• Discussion comments due Friday 11/11 by 11:00p.m</li> <li>• Industry News Discussion due Friday 11/11 by 11:00p.m</li> </ul>	Chapters 10
Week 13 11/14-11/18	<p>Next Year's Marketing Plan</p> <ul style="list-style-type: none"> <li>• Directed readings due Friday 11/18 by 11:00p.m</li> <li>• Discussion comments due Friday 11/18 by 11:00p.m</li> </ul>	Chapter 18

	<ul style="list-style-type: none"> <li>• Quiz 6 (Chapters 5,10,16&amp; 17) due Friday 11/18 by 11:00p.m (start from 11/17 at 9:00a.m</li> <li>• Industry News Discussion due Friday 11/18 by 11:00p.m</li> </ul>	
Week 14 11/21-11/25	Thanksgiving Recess	
Week 15 11/28-12/2	Present Marketing Plan due Fri 12/2 by 11:00p.m Submit final marketing plan report due Wed 11/30 by 11:00p.m	
Week 16	Final Exam <ul style="list-style-type: none"> <li>• Final exam (Chapters 5,10,12,13,14,15,16,17&amp;18) due Wed 12/7 by 11:00p.m (start from 12/6 at 9:00a.m)</li> </ul>	

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

### **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 <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](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/>.
- 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/>.**



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