

George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management
Tour 412 (001) – Hospitality, Tourism and Event Marketing and Sales
3 credits, Spring 2024
M&W 9:00 – 10:15 A.M, West Building #1007 - Fairfax Campus

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

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

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	55	11%
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%
Quizzes	50	10%
Total	500	100%

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 & Discussion:

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. 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. To receive full points each week for the discussion on the blackboard, provide your answer to discussion questions from presenters and reply at least either two comments or questions to other posts each week (at least total three posts for each week).

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): Due Mar 20 (Written report)

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 purpose of the quizzes is to check your preparation of class and your understanding 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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- Students must follow the university policy for Responsible Use of Computing (see <https://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 <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

Notice of mandatory reporting of sexual assault, sexual harassment, interpersonal violence, and stalking: As a faculty member, I am designated as a “Non-Confidential Employee,” and must report all disclosures of sexual assault, sexual harassment, interpersonal violence, and stalking to Mason’s Title IX Coordinator per [University Policy 1202](#). If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as [Student Support and Advocacy Center](#) (SSAC) at 703-380-1434 or [Counseling and Psychological Services](#) (CAPS) at 703-993-2380. You may also seek assistance or support measures from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

Disability Services: Students unable to participate in a course in the manner presented, either due to existing disability or COVID comorbidity risk, should seek accommodations through the Office of Disability Services.

Students may not, either individually or collectively, request permission to change the modality of a current course section due to COVID risks or concerns. If students are not comfortable with the modality of the course for which they are registered, they will need to register for a course offered in a different modality which better will accommodate their needs through the established drop/add process.

Campus Closure: If the campus closes or class is canceled due to weather or other concerns, students should check [Blackboard](#), Mason email, or the [Mason website](#) for updates on how to continue learning and information about any changes to events or assignments.

Participation and Make-up Work: CEHD instructors will work with students to find reasonable opportunities to make up class work or assignments missed due to documented illness. Begin by contacting your instructor for guidance. For further assistance, students may contact their program and the CEHD Office of Student and Academic Affairs (cehdsaa@gmu.edu).

Technology Requirements:

- Activities and assignments in CEHD courses regularly use the Blackboard learning system. Students are required to have regular, reliable access to a computer with an updated operating system (recommended: Windows 10 or Mac OSX 10.13 or higher) and a stable broadband Internet connection (e.g., cable modem, DSL, satellite broadband) with a consistent 1.5 Mbps [megabits per second] download speed or higher.
- Additionally, CEHD course activities and assignments may regularly use web-conferencing software (e.g., Blackboard Collaborate or Zoom). In addition to the requirements above, students are required to have a device with a functional webcam and microphone. In an emergency, students can connect through a telephone call, but video connection is the expected norm.

Course Materials and Student Privacy:

- All course materials posted to Blackboard or other course site are private; by federal law, any materials that identify specific students (via their name, voice, or image) must not be shared with anyone not enrolled in this class.
- Video recordings of class meetings that include audio or visual information from other students are private and must not be shared.
- Live Video Conference Meetings (e.g. Collaborate or Zoom) that include audio or visual information from other students must be viewed privately and not shared with others in your household.
- Some/All of your CEHD synchronous class meetings may be recorded by your instructor to provide necessary information for students in this class. Recordings will be stored on Blackboard [or another secure site] and will only be accessible to students taking this course during this semester.

Testing with LockDown Browser:

CEHD courses may require the use of LockDown Browser and a webcam for online exams. The webcam can be built into your computer (internal webcam) or can be the type of webcam that plugs in with a USB cable (external webcam). Information on installing and using LockDown Browser may be found here.

You will need the following system requirements for online exams:

Windows: 10, 8, 7 Mac: OS X 10.10 or higher iOS: 10.0+ (iPad only) Must have a compatible LMS integration Web camera (internal or external) & microphone A reliable internet connection Prior to your first exam, you must install LockDown Browser following the step-bystep instructions linked above.

To ensure LockDown Browser and the webcam are set up properly, do the following:

Start LockDown Browser, log into Blackboard and select your course. Locate and select the Help Center button on the LockDown Browser toolbar. Run the Webcam Check and, if necessary, resolve any issues or permissions your computer prompts. Run the System & Network Check. If a problem is indicated, see if a solution is provided in the Knowledge Base. Further troubleshooting is available through the ITS Support Center. Exit the Help Center and locate the practice quiz. Upon completing and submitting the practice quiz, exit LockDown Browser.

When taking an online exam that requires LockDown Browser and a webcam, remember the following guidelines:

Ensure you're in a location where you won't be interrupted. Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach. Clear your desk of all external materials not permitted — books, papers, phones, other devices. Before starting the test, know how much time is available for it, and that you've allotted sufficient time to complete it. Remain at your computer for the duration of the test. Make sure that your computer is plugged into a power source, or that battery is fully-charged. If the computer or networking environment is different than what was used previously with the Webcam Check and System & Network Check in LockDown Browser, run the checks again prior to starting the test.

To produce a good webcam video, do the following:

Do not wear a baseball cap or hat with a brim that obscures your face. Ensure your computer or tablet is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or any other surface where the device (or you) are likely to move. If using a built-in (internal) webcam, avoid tilting the screen after the webcam setup is complete. Take the exam in a well-lit room and avoid backlighting, such as sitting with your back to a window. Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

WEEK	DATE	TOPIC	READING
1		Introduction – Syllabus Review, Team Selection	
	Jan. 17	Introduction: Marketing for Hospitality and Tourism	Chapter 1
2	Jan. 22	Service Characteristics of Hospitality and Tourism Marketing	Chapter 2
	Jan. 24	Service Characteristics of Hospitality and Tourism Marketing	Chapter 2
3	Jan. 29	The Role of Marketing in Strategic Planning	Chapter 3
	Jan. 31	The Role of Marketing in Strategic Planning	Chapter 3
4	Feb. 5	The Marketing Environment	Chapter 4
	Feb. 7	The Marketing Environment	Chapter 4
5	Feb. 12	Market Segmentation, Targeting, and Positioning	Chapter 8
	Feb. 14	Market Segmentation, Targeting, and Positioning	Chapter 8
6	Feb. 19	Designing and Managing Products	Chapter 9
	Feb. 21	Designing and Managing Products	Chapter 9
7	Feb. 26	Mid-term Exam review and project work session	
	Feb. 28	Mid-term Exam	
8	Mar. 4	Spring Break	
	Mar. 6	Spring Break	
9	Mar. 11	Consumer Markets and Consumer Buying Behavior	Chapter 6
	Mar. 13	Consumer Markets and Consumer Buying Behavior	Chapter 6
10	Mar. 18	Pricing Products	Chapter 11
	Mar. 20	Pricing Products	Chapter 11
11	Mar. 25	Promoting Products: Communication and Promotion Policy and Advertising	Chapter 13
	Mar. 27	Promoting Products: Communication and Promotion Policy and Advertising	Chapter 13
12	Apr. 1	Promoting Products: Public Relations and Sales Promotion	Chapter 14
	Apr. 3	Promoting Products: Public Relations and Sales Promotion	Chapter 14
13	Apr. 8	Distribution Channels	Chapter 12
	Apr. 10	Distribution Channels	Chapter 12
14	Apr. 15	Direct and Online Marketing	Chapter 16
	Apr. 17	Direct and Online Marketing	Chapter 16
15	Apr. 22	Marketing Plan Presentation 1	
	Apr. 24	Marketing Plan Presentation 2	
16	May. 6	Final Exam	

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

