



Date		Credits	3
Course Title	Hospitality Marketing	Course Number	HFT 2500
Pre-requisite (s)	None	Co-requisite (s)	None
Hours	45		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Book required

(San Ignacio University recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Hospitality Marketing Management, Fifth Ed.
Reid, Robert D. and Bojanic, David C.
©2010 | John Wiley & Sons | Published: 02/09/2009
ISBN: 978-0-470-08858-6

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.

Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full



absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description (must correspond exactly to Catalog description)

The purpose of this class is to provide students with the tools needed to create successful campaigns for a hospitality business. Among the topics studied we have: factors that influence customer behavior, customer satisfaction, market segmentation and positioning, distribution strategies, marketing channels and electronic marketing.

Learning Objectives

At the end of this course the student will be able to:

- Explain the importance of marketing to the success of a hospitality operation.
- Explain reasons for the growth in hospitality services and the marketing of these services.
- List external and internal influences on consumer behavior.
- Explain the relationship between market segmentation.
- Compare and contrast two types of marketing plans strategic and tactical.
- Outline key components and requirements of an effective marketing information system.
- Explain the marketing roles of brands, brand names and trademarks.
- Explain marketing relate concepts, such as the wheel of retailing and resource allocation models.
- Outline the importance of distribution systems in hospitality and travel marketing.
- Electronic marketing tactics including E-mail, search engine optimization, click-through rates and budgeting.
- Describe the roles of advertising and promotion within a larger marketing program.

Topical Outline and Schedule

DATE	WEEK 1
SPECIFIC OBJECTIVES	Describe the course. <ul style="list-style-type: none"> • The importance of marketing to the success of a hospitality operation • The term marketing

	<ul style="list-style-type: none"> • Explain and diagram the marketing process • Differentiate between the concepts of marketing and selling • Describe the traditional marketing mix and contrast it with the hospitality marketing mix • Examples of external environments that influence the hospitality marketing process • The typical marketing management cycle • The marketing-related roles fulfilled by internal departments of a hospitality operation/ • Reasons for the growth in hospitality services and the marketing of these services • The differences between a product and a service • Attributes that are used to evaluate services • Define service quality and describe potential gaps • Philosophies for managing the quality of services • Use improved customer satisfaction as a marketing tool • Reasons for service failures and describe measures that can be taken to recover from these failures • Service trends that will continue to impact the hospitality industry
TOPIC (S)	Syllabus Discuss Library Orientation Course, Instructor to verify completion
LEARNING ACTIVITIES	Discussion of Syllabus
HOMEWORK & ASSIGNED READINGS	Review the Syllabus Complete the Library Orientation Course. Instructor to verify completion. Homework: Chapter 1-2, pp.3-76
DATE	WEEK 2
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • External and internal influences on consumer behavior • The consumer decision-making model • The three problem-solving process strategies employed by consumers—compensatory, noncompensatory, and combination • The three levels of consumer problem solving—routine, response, limited, and extended • Characteristics unique to organizational buying
TOPIC (S)	Discuss Final Class Project & Presentation, List of Topics
LEARNING ACTIVITIES	Participate in a forum.
HOMEWORK	Homework: Chapter 3, pp. 85-117

& ASSIGNED READINGS	
DATE WEEK 3	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The term market segmentation • Variables that are commonly used to segment markets • The four-step process used to segment potential markets • The relationship between market segmentation and the development of marketing strategies • Positioning and describe its role in gaining a competitive advantage
TOPIC (S)	Discussion of student topic selection, library research, tentative bibliography
LEARNING ACTIVITIES	
HOMEWORK & ASSIGNED READINGS	Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography Due: Project Topic Due: Tentative Bibliography Homework: Chapter 4, pp. 123-153
DATE WEEK 4	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Compare and contrast two types of marketing plans—strategic and tactical • The advantages and disadvantages of planning • Describe the four steps of the marketing planning process • Develop a preliminary marketing plan • Qualitative and quantitative techniques for developing sales forecasts • Criteria to select appropriate sales forecasting techniques
TOPIC (S)	Due: Project Topic Due: Tentative Bibliography
LEARNING ACTIVITIES	Discussion
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 5, pp. 161-195
DATE WEEK 5	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The term marketing information system • Key components and requirements of an effective marketing information system • Primary and secondary data sources for marketing information • The marketing research process • Ethical issues surrounding marketing research and information systems

TOPIC (S)	
LEARNING ACTIVITIES	
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 6, pp.203-240
DATE	WEEK 6
SPECIFIC OBJECTIVES	EXAM I <ul style="list-style-type: none"> • The importance of developing product lines • Two types of planning strategies • The roles of new product committees, new product departments, product managers, and venture teams • The new product development process • The marketing roles of brands, brand names, and trademarks • Characteristics of effective branding
TOPIC (S)	
LEARNING ACTIVITIES	
HOMEWORK & ASSIGNED READINGS	Chapter 7, pp. 251-271
DATE	WEEK 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The four stages of the product life cycle and their effects on marketing activities • A product's life cycle • Marketing-related concepts, such as the wheel of retailing and resource allocation models • Resource allocation models for menu engineering • The relationship between resource allocation models and the product life cycle • The challenges unique to managing services as opposed to products
TOPIC (S)	
LEARNING ACTIVITIES	Discussion
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 8, pp. 279-307
DATE	WEEK 8
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The importance of distribution systems in hospitality and travel marketing • Several models of distribution channel organization • Distribution intermediaries in the hospitality and tourism industry



	<ul style="list-style-type: none"> • Several options for managing distribution channels • How channel distribution systems can affect customer value • Franchising and list advantages and disadvantages of franchisee/franchisor arrangements
TOPIC (S)	
LEARNING ACTIVITIES	Discussion
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 9, pp. 315-336
DATE	WEEK 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The impact of the internet on the hospitality and tourism industry • Traits of a networked economy • The attributes and scope of electronic commerce • Management issues related to electronic commerce • Electronic marketing tactics • Benefits of electronic commerce to both business and consumers
TOPIC (S)	
LEARNING ACTIVITIES	Analysis of the examples raised in class.
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 10, pp. 343-374
DATE	WEEK 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The elements of the promotional mix • The difference between advertising and sales promotion • The roles of advertising and promotion within a larger marketing program • Effective promoting over the four stages of the product life cycle • Methods for establishing promotional budgets • The key points of advertising positioning and strategy • Manage relationships with advertising agencies • The social and ethical criticisms of advertising • The economic effects of advertising
TOPIC (S)	
LEARNING ACTIVITIES	Discussion
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Homework: Chapter 11, pp. 383-422
DATE	WEEK 11

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The media planning process • Various forms of media, their benefits and limitations
TOPIC (S)	
LEARNING ACTIVITIES	Discussion
HOMEWORK & ASSIGNED READINGS	Due: First Draft of Final Project Chapter 12, pp. 431-464
DATE	WEEK 12
SPECIFIC OBJECTIVES	<p>MIDTERM EXAM II</p> <ul style="list-style-type: none"> • The concept of sales promotion and its role in marketing strategy • How to manage sales promotions • The concept of merchandising • The concept of public relations and its role in marketing strategy • The various public relations techniques
TOPIC (S)	
LEARNING ACTIVITIES	
HOMEWORK & ASSIGNED READINGS	Chapter 13, pp. 471-498
DATE	WEEK 13
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Sales roles in the hospitality industry • The characteristics of a successful salesperson • The FAB selling technique and its application in the hospitality industry • The basic markets for hospitality group sales and discuss their decision factors • The meetings market segments • The personal selling process and point out the common personal selling tools • Ethical issues related to personal selling
TOPIC (S)	
LEARNING ACTIVITIES	
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Chapter 14, pp. 505-542
DATE	WEEK 14
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • The traditional role of price in the marketing mix • The impact of pricing objectives, consumer price sensitivity, and environmental factors on pricing decisions

	<ul style="list-style-type: none"> • Common pricing strategies and techniques • The use of price to segment consumer markets • The role of price in revenue management • Legal and ethical issues surrounding pricing practices
TOPIC (S)	
LEARNING ACTIVITIES	
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Chapter 15, pp. 549-582
DATE	WEEK 15
SPECIFIC OBJECTIVES	Final Project Final Presentation Final Exam <ul style="list-style-type: none"> • The role of destination marketing organizations (DMOs) • Destination products and markets • Common destination branding strategies • The importance of research in destination marketing • Destination marketing communications plans
TOPIC (S)	
LEARNING ACTIVITIES	
HOMEWORK & ASSIGNED READINGS	Chapter 16, pp.591-614

Instructional Methods

In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and mutual agreement in order to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course.

The following strategies may be used in this class:

1. A review of the questions at the end of each chapter.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.

8. Carrying out a micro-class.

Additional Instructional Materials and References

- Hospitality Marketing by David Bowie (2nd 11)
- Hospitality Sales/Marketing by James R. Abbey (5th 08)
- Marketing Essentials in Hospitality and Tourism by Stowe Shoemaker (08)

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course. An “I” grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an “I” grade instead of an “F”, pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

Distribution of Grade Elements

Example (Try to keep it standard with all courses Exam 1, Midterm Exam, Final Exam, Final Presentation, Final Research Project)(Whatever you include should be visible in the syllabus above in the week by week description)

Homework: 15% (5% each)

Exams I, II, III: 30% (10% each)



Final Presentation: 30% (15% each)

Final Research Project: 25%

Total: 100 %

Date Syllabus Was Last Reviewed: 07-17-12