

San José State University
Department of Hospitality, Recreation & Tourism Management
HRTM 104 Hospitality Marketing (43543, Sec. 1)
Spring 2013

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| Instructor: | Dr. Yinghua (Michelle) Huang. |
| Office Location: | SPX 53. |
| Telephone: | (408) 924-3292. |
| Email: | yinghua.huang@sjsu.edu. |
| Office Hours: | Tuesday and Thursday, 10:30 am to 1:00 pm. |
| Class Days/Time: | Tuesday and Thursday, 1:30 to 2:45 pm. |
| Classroom: | Clark Building 302. |
| Prerequisites: | HRTM 001, HRTM 100W |

Course Description

Applying marketing principles, theories, and concepts in developing marketing strategies for hospitality, recreation and tourism organizations in a dynamic business environment. Emphasis is placed on marketing mix, market segmentation and analysis, sales planning, and public relations.

Course Goals and Student Learning Objectives

Upon successful completion of this course, students will be able to:

SLO 1--develop an understanding and appreciation of the field of marketing;

SLO 2--appreciate concepts and terminologies in hospitality marketing;

SLO 3--improve communication skills including writing, oral discussion, oral presentation and listening;

SLO 4--develop a framework of analysis that will enable students to identify key hospitality marketing issues and problems in complex, comprehensive, international situations;

SLO 5--conduct marketing situation analysis;

SLO 6--recommend alternative courses of actions to promote hospitality business;

SLO 7--develop a marketing plan for a hospitality business.

Required Texts/Readings

Textbook

Kotler, P., Bowen, J. T., & Makens, J. C. (2010). Marketing for Hospitality and Tourism, 5th ed. Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-504559-2.

Library Liaison

Christina Mune, Reference and Instruction Librarian, Liaison for Hospitality, Recreation & Tourism Management, Dr. Martin Luther King Jr. Library, San Jose State University, Office location: #4034, Phone: 408-808-2046, E-mail: christina.mune@sjsu.edu. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Assignments and Grading Policy

| Assignments | SLO | Points |
|--|---------|------------|
| A. Participation | 3 | 10 |
| B. Hospitality Current affair presentation | 1, 2, 3 | 10 |
| C. Quizzes | 2 & 4 | 20 |
| D. Mid-Term Examination | 2 & 4 | 20 |
| E. Final Examination | 2 & 4 | 20 |
| F. Marketing Plan Presentation | 5, 6, 7 | 10 |
| G. Marketing Plan Project Report | 5, 6, 7 | 10 |
| Total | | 100 |

Road to "A"--Rules for Success:

- Rule 1: Pay attention to every detail.
- Rule 2: Attend every class.
- Rule 3: Do every problem in the book.
- Rule 4: Don't postpone studying, and then cram the night before a test.
- Rule 5: Read and review lectures, readings and homework more than once.
- Rule 6: Learn how to use course materials.

Final total point range and letter grade:

| Points | Grade |
|--------------|---------|
| 96 to 100 | A plus |
| 93 to 95 | A |
| 90 to 92 | A minus |
| 86 to 89 | B plus |
| 83 to 85 | B |
| 80 to 82 | B minus |
| 76 to 79 | C plus |
| 73 to 75 | C |
| 70 to 72 | C minus |
| 66 to 69 | D plus |
| 63 to 65 | D |
| 60 to 62 | D minus |
| 59 and below | F |

Explanation of Assignments

Participation (10%)

Participation in this course is expected. To receive maximum benefit from this course, you are expected to attend all classes, come prepared, and actively participate in the discussion. Late arrival and early departure in class are marks of disrespect, unprofessional, and interrupt class. Please be on time. Evaluation of participation will be based on involvement in class discussions and exercises, attendance, completion of reading assignments, review questions, discussion questions, and homework.

Hospitality Current Affair Presentation (10%)

Marketing is a fast changing business. It is important to keep up-to-date with the latest development in the field. For this assignment, you are required to give a presentation of a current affair in hospitality. The topic has to be within two weeks prior to your presentation day. The presentation is limited to 3 minutes with 13 Power Point Slides. Slide 1 should be a short introduction of you. References should be included in Slide 13. You will be evaluated by the content, control of time, preparedness, and communication skills. Watch this video for reference, <http://www.youtube.com/watch?v=rRa1IPkBFbg>.

www.hotel-online.com;

www.cruiseindustrynews.com

www.rstaurant.org

www.calrest.org

www.clia.org

www.pcma.org

www.mpiweb.org – Meeting Professionals International

www.hsmi.org – Hospitality Sales and Marketing Association International

www.nrn.com – Nation's Restaurant News

Submit a final document of all of your powerpoints via D2L by the day of your presentation.

Quizzes (20%)

Online quizzes will be scheduled when every three chapters are reviewed. No make-up quiz could be taken.

Mid-term (20%) and Final Examinations (20%)

The format may be true/false, multiple choice, short answer, or problems. The instructor will not administer make-up examinations unless there is an acceptable excuse. If you know that you will not be able to take an exam during its scheduled time, please inform the instructor and make appropriate arrangement.

Group Project -Marketing Plan Presentation (10%) and Report (10%)

Students will design one promotion/advertising plan for a hospitality firm. The class will be randomly divided into a few groups depends on the number of the students in the class. This activity will require students to develop and design a sales promotion/advertising plan. The project should include specifics on the concept of your sales promotion/advertising plan including:

1. The objective(s) of the sales promotion/advertising plan (**WHY**)
2. The specific target market (**WHO**)

3. Sales promotion/Advertisement content and/or design (**WHAT**)
4. Media(s) to use (**WHERE**)
5. Frequency and timing of the sales promotion/advertising (**WHEN**)
6. The budget of the sales promotion/advertising (**HOW MUCH**)
7. The method(s) to measure the effectiveness of the sales promotion/advertising
8. What have you learned from this project

The completed group project will be presented in the class on the scheduled date and it is worth 10%. It should be a total team effort and **every team member must participate in the presentation**. The presentation should be interesting, informative, and well planned. An across-team peer assessment (50%) will be used to assess your presentation along with the instructor's assessment (50%). Each team presentation score will be calculated as follows:

Team presentation score = team peer assessment score + instructor's assessment score.

Each group will also need to prepare a written report and worth 10%. The report will be due on the day of your presentation. Please submit electronic version only to D2L (prefer in PDF format). Team report score is subject to the instructor's assessment. The report should follow the format as below:

- Double space, 1" margin, page number
- Minimum 12 pages, including
 - Title page
 - Executive summary (no more than 2 pages)
 - Marketing plan (minimum eight pages, no more than 15 pages)
 - Reference (in an acceptable format)
 - Team Introduction (including photos and bios)

A within-team peer assessment will be used to evaluate each team member's participation and contribution. Each team member's score for the research project will be calculated as follows:

- Team member score for presentation = team presentation score x within-team peer assessment (%); and
- Team member score for report = team report score x within-team peer assessment (%).

Course Policies

Instructor's Teaching Philosophy

I want to help you learn and learn with you while we have fun along the way! I teach not only through lecture and discussion but with example. I use the readings and the field trips and guest speakers as additional help.

I believe that sometimes you can lead the group! I expect your best. I expect you to read the books, take notes, go back over your notes after each class. Arrive on time for each class, pay attention, ask questions, and cooperate with others.

E-mail Announcements

The instructor will use e-mail to make course-related announcements. It is the student's responsibility to provide the instructor with correct e-mail address and to read e-mail regularly. Please send an e-mail to yinghua.huang@sjsu.com. Due to the current computer virus threats, when sending an e-mail to the

instructor, please type your name and course number in the **SUBJECT** field. The instructor will not read any unidentifiable e-mail.

Positive Suggestions

Please make a sincere attempt to arrive on time for each class. If there is a class prior to this one that requires that you be late, please see the instructor one week in advance about this problem. It is difficult to educate fellow classmates with constant interruptions at the door. Participate in class discussions. Hand in your best work. Ask questions. Make an appointment if you are having any problems. Be proud of your accomplishments. Do the readings weekly. Take charge of your education and strengthen your knowledge. It can only pay off.

Assignments turned in after the due date without prior approval will not be acceptable. Assignments must be typed and follow a consistent style (a word processor software program is recommended). Professional "quality" for each of the assignments is the standard. A deduction in grading will occur for sloppiness, grammatical, spelling, or typographical errors, or lack of proper APA format.

Make-up exam will not be given. Students with scheduling difficulties must make arrangements with the instructor prior to the exam. Late assignment and make up test will not receive full credit.

University Policies

Academic integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University's Academic Integrity policy](http://www.sjsu.edu/senate/S07-2.htm), located at <http://www.sjsu.edu/senate/S07-2.htm>, requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sa.sjsu.edu/judicial_affairs/index.html) is available at http://www.sa.sjsu.edu/judicial_affairs/index.html.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Policy S07-2 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-03 requires that students with disabilities requesting accommodations must register with the [Disability Resource Center](http://www.drc.sjsu.edu/) (DRC) at <http://www.drc.sjsu.edu/> to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library.

A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The [LARC website](http://www.sjsu.edu/larc/) is located at <http://www.sjsu.edu/larc/>.

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The [Writing Center website](http://www.sjsu.edu/writingcenter/about/staff/) is located at <http://www.sjsu.edu/writingcenter/about/staff/>.

HRTM 104 Hospitality Marketing

Course Schedule

First day of class: Jan. 23

Last day to drop: Feb. 4

Last day to add: Feb. 11

Final Exam day: May 15

Grades Due: May 24

| Week | Date | Topics, Readings, Assignments, Deadlines |
|------|----------|---|
| 1 | Jan. 24 | Course Introduction Chapter 18 Next Year's Marketing Plan |
| 2 | Jan. 29 | Chapter 1 Introduction: Marketing for Hospitality and Tourism |
| | Jan. 31 | Chapter 2 Service Characteristics of Hospitality and Tourism Marketing |
| 3 | Feb. 5 | Chapter 3 The Role of Marketing in Strategic Planning <i>Focal Hospitality Firm for Marketing Plan DUE</i> |
| | Feb.7 | Chapter 3 (continued) |
| 4 | Feb. 12 | Chapter 4 The Marketing Environment <i>Online Quiz for Ch 1-3 Due before class</i> |
| | Feb. 14 | Chapter 5 Marketing Information Systems and Marketing Research |
| 5 | Feb. 19 | Chapter 6 Consumer Markets and Consumer Buying Behavior |
| | Feb. 21 | Chapter 7 Organizational Buyer Behavior of Group Market <i>Online Quiz for Ch 4-6 Due</i> |
| 6 | Feb. 26 | Chapter 8 Market Segmentation, Targeting, and Positioning |
| | Feb. 28 | Chapter 8 (continued) |
| 7 | March 5 | Review for Chapters 1-8 |
| | March 7 | Mid-term Examination |
| 8 | March 12 | Chapter 9 Developing the Hospitality and Tourism Marketing Mix |
| | March 14 | <i>Marketing plan project discussion (NO CLASS)</i> |
| 9 | March 19 | Chapter 10 Internal Marketing <i>Online Quiz for Ch 7-9 Due before class</i> |

| Week | Date | Topics, Readings, Assignments, Deadlines |
|------|----------|---|
| | March 21 | Chapter 10 (continued) |
| 10 | March 26 | Happy Spring Recess (NO class) |
| | March 28 | Happy Spring Recess (NO class) |
| 11 | April 2 | Chapter 11 Pricing Products: Pricing Considerations, Approaches, and Strategy |
| | April 4 | Chapter 11 (continued) |
| 12 | April 9 | Chapter 12 Distribution Channels |
| | April 11 | Chapter 12 (continued) |
| 13 | April 16 | Chapter 13 Promoting Products: Communication and Promotion Policy and Advertising <i>Online Quiz for Ch 9-12 Due</i> |
| | April 18 | Chapter 13(continued) |
| 14 | April 23 | Chapter 14 Promoting Products: PR and Sales Promotion |
| | April 25 | Chapter 14 (continued) |
| 15 | April 30 | Chapter 15 Professional Sales |
| | May 2 | Chapter 16 Direct and Online Marketing |
| 16 | May 7 | Final Examination Study Guide <i>Online Quiz for Ch 13-16 Due</i> |
| | May 9 | Marketing plan presentation |
| 17 | May 14 | Marketing plan presentation (continued) Marketing plan report due |
| | May 15 | Final Exam |

Note: The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. Any revision will be announced in class and through e-mail. It is the student's responsibility to be aware of all classroom discussions, assignments, and changes in course requirements.