

San José State University
Department of Hospitality, Tourism and Event Management
HSPM 104, Hospitality Marketing, 43543, Sec. 80
Spring 2019

Course and Contact Information

Instructor:	Dr. Yinghua (Michelle) Huang
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Office Hours:	Tuesday, 1:45 pm-3:00 pm Wednesday, 10:00 am-11:30 pm Thursday, 1:45 pm-3:00 pm
Class Days/Time:	This is an online course delivered via Canvas
Classroom:	Canvas website
Prerequisites:	HSPM 001, HSPM 100W

Course Format

Technology Intensive, Hybrid, and Online Courses

This course adopts an online delivery format with one field trip and one in-person meeting. Internet connectivity and personal computer is required for participating in the class activities and submitting assignments.

Course Description

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

Course Learning Outcomes (CLO)

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

1. CLO 1 interpret key concepts and terminologies in hospitality marketing
2. CLO 2 explain the fundamental marketing theories and principles
3. CLO 3 identify key hospitality marketing issues and problems in complex, comprehensive and international environment
4. CLO 4 design a marketing research questionnaire to survey customer buying behavior
5. CLO 5 identify the latest development and trends in hospitality marketing practice

6. CLO 6 compose a marketing plan to recommend alternative courses of actions to promote hospitality business
7. CLO 7 practice communication skills including writing, discussion, oral presentation and listening

Required Texts/Readings

Textbook

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2016). *Marketing for Hospitality and Tourism*, 7th ed. Boston, MA: Pearson. ISBN: 9780134151922.

The 6th edition is fine to use, as long as you keep up with the updated materials.

Library Liaison

Laurie Borchard, Student Success Librarian, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: Laurie.borchard@sjsu.edu. Phone: (408) 808-2083. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

Course Requirements and Assignments

Assignments	CLO	Weights
1. Participation	3, 5&7	15%
2. Canvas Module Review Quizzes	1, 2, 5	8%
3. Chapter Quizzes	1, 2, 5	25%
4. Midterm Examination	1,2, 5	10%
5. Marketing Plan Report	3, 4, 6, 7	15%
6. Marketing Plan Presentations	7	12%
7. Final Examination	1, 2, 5	15%
Total		100%

Participation (15%)

Students are required to participate in the discussion board and report learning reflection during the assigned time. The students have to complete a main post in order to read other classmates' posts. For each discussion board, you are required to post one main post and respond to at least two other classmates' posts for each topic. In addition, you are required to make a self-reflection on what you learned each week. You should complete the assignment by the given deadline.

Canvas Module Review Quizzes (8%)

Students are expected to review the canvas chapter modules no later than each Friday. Study environment surveys and Review quizzes will be inserted in each chapter module in order to help you better understand the materials. Students are required to complete a study environment survey before the start of each module learning. Students must review the chapter module materials and complete review quizzes by the deadline. The quiz format may be true/false, multiple choice, short definitions, matching, short answer, or problems. You have two attempts to take the exam, and the higher score of your two attempts will be used.

Chapter Quizzes (25%)

Online chapter quizzes will be given with specific timeframe. The chapter exam may consist of multiple choice, true/false questions, short definitions, and matching. Students need to complete the quizzes before deadlines. You have 30 minutes to complete the exam. You have two attempts to take the exam, and the higher score

will be used.

Mid-term Exam (10%)

The canvas mid-term exam will open between **Mar. 11, 12:01am** and **Mar. 12 midnight**. The mid-term exam may include multiple choice, true/false questions, short definitions and matching. You have 60 minutes to complete the exam. You have two attempts to take the exam, and the higher score will be used.

Final Examination (15%)

Final exam will be given on Canvas to assess your ability to absorb the knowledge covered in this course. The exam will open between **May 16, 12:01am** and **May 17, midnight**. The final exam consists of multiple choice, true/false questions, short definitions, and matching. You have 90 minutes to complete the final. You have two attempts to take the exam, and the higher score will be used. Don't let your reading stack up until the last week before the examination. It will show. Study continuously!

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.

According to the [University Policy S16-9](http://www.sjsu.edu/senate/docs/S16-9.pdf) (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.

Group Project: “CommUniverCity Marketing Smarts” Report (15%) and Presentations (12%)

Two or three students will form a group to work with a local business owner through the [CommUniverCity Marketing Smarts program](http://cucs.org/projects/marketing-smarts/) (<http://cucs.org/projects/marketing-smarts/>). [CommUniverCity](http://cucs.org/projects/marketing-smarts/) is an organization that brings the collective resources of SJSU, the City of San Jose and the underserved communities in Central San Jose together to bear on local, community development issues.

In this Marketing Smarts project, students are expected to develop a marketing plan for a business member of the East Santa Clara Street Business Association (ESCBA). Students will help the local business owner to create and strengthen brand identity and promote their products and services to specific target markets. At the beginning of Spring 2019, students are invited to join a field trip to meet with the business owners in person. Each group will receive a funding of \$100 dollars from CommUniverCity for developing prototypes and examples of new marketing materials (e.g., marketing videos, flyers, coupons, new products, website, social media pages, brand logo, etc.). Students are required to conduct two presentations to report their marketing plan to the business owner, the instructor, and other students. All students will be awarded a CommUniverCity Certificate upon the completion of this project. Please read the documents of Group Project Guidelines on Canvas carefully. Collaborative tools (e.g., Google Doc., Prezi.com, and Zoom) are recommended for doing this project.

Team report score is subject to the instructor's assessment on the final version of the written marketing plan. Please have the team leader to submit the project drafts, the final written plan and presentation documents by the deadlines. Team members don't need to submit duplicated reports. Please submit an electronic version to Canvas (preferred in PDF format). In addition, please present a hard copy of your report and the prototypes of developed marketing materials to the business owner.

Team presentation score is subject to the audience's assessment. Each team needs to perform two

presentations: an online presentation (Parts 1&2, Due on Mar. 10) and an in-person presentation (Parts 3-5, Due on May 10). Each presentation should be no more than 12 minutes.

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

$$\text{Team member score} = \text{team score} \times \text{within-team peer assessment (\%)}$$

Written Marketing Plan Rubric

Criteria	High Quality	Average Quality	Low Quality	Points
Content	(8-10 points) Discuss all outlines in the project guidelines	(4-7 points) Discuss the majority of the project guidelines, but one or two topics are missing.	(1-3 points) More than two themes in the project guidelines are missing.	10
Supporting Evidence & facts	(8-10 points) Accurate and detailed use of specific evidence and facts to support arguments.	(4-7 points) Use evidence and examples in general, but some supporting materials are not quite relevant or specific.	(1-3 points) Few supporting evidence and facts, or many supporting materials are irrelevant.	10
Prototypes of Marketing Materials	(6-8 points) All developed marketing materials are creative and suitable for the business owner to use with minor revision.	(3-5 points) Some developed marketing materials are not appropriate for the business owner to use.	(1-2 points) All developed marketing materials are not appropriate for the business owner to use.	8
Grammar and Style	(5-6 points) Mastery of spelling, only a few grammar errors. Adoption of accurate APA style references.	(3-4 points) Some grammar errors. Some references are not in APA style.	(1-2 points) Many spelling errors. No reference.	6

Group Presentation Rubric

Criteria	High Quality	Average Quality	Low Quality	Points
Content	(8-10 points) Discuss the key components listed in the project guidelines Appropriate use of specific evidence, photos and graphs to illustrate the discussion.	(4-7 points) Discuss the majority of the key components, but one or two topics are missing. Use examples, pictures and graphs in general, but some supporting materials are not quite relevant or specific.	(1-3 points) More than two themes in the project guidelines are missing. Few supporting evidence or pictures, or many supporting materials are irrelevant.	10

Presentation Professionalism	(5-6 points) Clear verbal communication, using various ways to engage audience.	(3-4 points) Clear verbal communication, but presentation is not very engaging.	(1-2 points) Verbal communication is not clear, presentation is not engaging.	6
Powerpoint Design	(3 points) All slides are clearly formatted. No word is smaller than 24 font size. Appropriate word color and background.	(2 points) A few slides are crowded or not clear to see. Some fonts are too small.	(1 points) More than three slides are too crowded. Background color makes word hard to see.	3
Time Control	(2 points) Finish presentation within 15 minutes.	(1 point) Presentation time exceeds 15 minutes, but less than 17 minutes.	(0 point) Presentation time exceeds 17 minutes.	2

Grading Information

A plus = 100 to 97%	A = 96 to 93%	A minus = 92 to 90%
B plus = 89 to 87%	B = 86 to 83%	B minus = 82 to 80%
C plus = 79 to 77%	C = 76 to 73%	C minus = 72 to 70%
D plus = 69 to 67%	D = 66 to 63%	D minus = 62 to 60%
F = 59 to 0%		

Total assignment points earned by the individual student will be calculated as a percentage of total point value for all graded assignments. Students can look up the overall percentage in the course gradebook of their canvas account. The final grade is determined by the overall percentage shown on canvas and extra credits.

The decimal points will be rounded for final grade calculation. For example, if you got a total percentage of 89.51% on canvas and earned 1 bonus point, your final grade will be rounded to 91%, A minus.

Extra Credit

There will be opportunities to earn extra credits through this semester. Please pay attention to the announcement. For example, A mid-term learning survey will be distributed on Mar. 25, 2019. Students who complete the survey will earn 1 bonus point.

Late Assignment Submissions

This course has set due dates for all assignments, assessments, and discussions. You can refer to the Assignment Summary page under the Syllabus tab on Canvas to review all deadlines. It is the student responsibility to follow the assignment deadlines. All submissions are due at 11:59 pm on the date assigned, which means you have to complete the assignment by 11:59:59 pm. Any assignment received even one second after the deadline or later will be considered late. The CANVAS clock is the final word on the time “stamp” on assignments, assessments, and discussions. Late submission will be reduced by 20% of the total points for the missed assignment.

Class Protocol

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas Hospitality Marketing, HSPM 104, Sec 80, Spring 2019

Learning Management System course login website at <http://sjsu.instructure.com>. You are responsible for regularly checking with the CANVAS system to learn of any updates.

The instructor will use Canvas announcement to make course-related announcements. In Canvas, you need to set up an e-mail address where Canvas will forward all announcements to your e-mail account. It is the student's responsibility to read Canvas messages and e-mails regularly. Due to the current computer virus threats, please type your name and course number in the SUBJECT field when sending an e-mail to the instructor. The instructor will not read any unidentifiable e-mail.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/> Make sure to review these university policies and resources.

HSPM 104, Sec 80/ Hospitality Marketing, SPRING 2019, Course Schedule

First day of class: Jan. 28

Last day to drop: Feb. 5

Last day to add: Feb. 12

Grades Due: May 24

Course Schedule

Week	Dates	Topics, Readings, Assignments, Deadlines
1	Jan. 24-27	Syllabus
2	Jan. 28-31	Chapter 1 Introduction: Marketing for Hospitality and Tourism
	Jan. 31-Feb. 1	Group Project Field Trip: Meeting the Business Owners
3	Feb. 4-10	Chapter 4 The Marketing Environment
4	Feb. 11-17	Chapter 6 Consumer Markets and Consumer Buying Behavior
5	Feb. 18-24	Chapter 8 Market Segmentation, Targeting, and Positioning
6	Feb. 25-Mar. 3	Chapter 9 Designing and Managing Products
7	Mar. 4-10	Group Project Online Presentation Video (Parts 1&2) Due Mid-term Exam Preparation
8	Mar. 11-17	Mid-term Exam Group Project Presentation Video Peer Review (Part 1&2) Within Group Peer Evaluation (1 st Round)
9	Mar. 18-24	Chapter 11 Pricing Products: Pricing Considerations, Approaches, and Strategy
10	Mar. 25-31	Chapter 12 Distribution Channels
11	Apr. 1-7	<i>SPRING RECESS</i>
12	Apr. 8-14	Chapter 13 Promoting Products: Communication and Promotion Policy and Advertising
13	Apr. 15-21	Chapter 14 Promoting Products: PR and Sales Promotion
14	Apr. 22-28	Chapter 15 Professional Sales
15	Apr. 29-May 5	Final Exam and Group Project Preparation

Week	Date	Topics, Readings, Assignments, Deadlines
16	May 6-9	Group Project Funding Reimbursement Paperwork Within Group Peer Evaluation (2 nd Round)
	May 10	In-person Presentation (Parts 3-5) (SJPL Works @ King Library, 3rd floor)
17	May 16-17	Final Exam

Note: This course schedule is subject to change with fair notice and how the notice will be made available. Any revision will be announced in advance through Canvas. It is the student's responsibility to be aware of all classroom discussions, assignments, and changes in course requirements.