

**San José State University**  
**Department of Hospitality, Tourism and Event Management**  
**HSPM 104, Hospitality Marketing, 43543, Sec. 1, FALL 2017**

**Course and Contact Information**

|                         |   |
|-------------------------|---|
| <b>Instructor:</b>      | Dr. Yinghua (Michelle) Huang  |
| <b>Office Location:</b> | MQH 515   |
| <b>Telephone:</b>       | (408) 924-3274  |
| <b>Email:</b>           | yinghua.huang@sjsu.edu  |
| <b>Office Hours:</b>    | Monday, 10:30 am-11:45 am<br>Tuesday, 10:00 am-11:30 am<br>Wednesday, 10:30 am-11:45 am |
| <b>Class Days/Time:</b> | Monday and Wednesday, 9:00 am-10:15 am  |
| <b>Classroom:</b>       | Clark Hall 310  |
| <b>Prerequisites:</b>   | HSPM 001, HSPM 100W   |

**Course Description**

Applying 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, 7<sup>th</sup> ed. Boston, MA: Pearson. ISBN: 9780134151922.

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

### Library Liaison

Christa Bailey, Reference and Instruction Librarian, Liaison for Hospitality Management, Dr. Martin Luther King Jr. Library, San Jose State University, Phone: 408-808-2422, E-mail:christa.bailey@sjsu.edu. Helpful electronic resource: URL: <http://libguides.sjsu.edu/hospitality>.

## Course Requirements and Assignments

| Assignments                     | CLO        | Weights     |
|---------------------------------|------------|-------------|
| 1. Participation                | 3, 5&7     | 15%         |
| 2. Canvas Discussion Board      | 3, 5&7     | 8%          |
| 3. Canvas Module Review Quizzes | 1, 2, 5    | 7%          |
| 4. Chapter Quizzes              | 1, 2, 5    | 25%         |
| 5. Mid-Term Examination         | 1, 2, 5    | 10%         |
| 6. Marketing Plan Report        | 3, 4, 6, 7 | 12%         |
| 7. Marketing Plan Presentation  | 7          | 8%          |
| 8. Final Examination            | 1, 2, 5    | 15%         |
| <b>Total</b>                    |            | <b>100%</b> |

### Participation (15%)

Class participation is required. Evaluation of participation will be based on engagement in classroom activities.

### Canvas Discussion Board (8%)

Students are required to join the discussion board 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. You should complete the assignment by the given deadline.

### Canvas Module Review Quizzes (7%)

Students are expected to review the canvas chapter modules before and after each class meeting. Several review quizzes will be inserted in each chapter module in order to help you better understand the materials. 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.

### 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. You have 30 minutes to complete the exam. Students need to complete the quizzes before deadlines.

### Mid-term Exam (10%)

Mid-term exam will be given on Canvas to evaluate your learning progress. The mid-term exam will open between **Oct. 5**, 12:01am and **Oct. 9** midnight. The mid-term exam may include multiple choice, true/false questions, short definitions and matching. You have 60 minutes to complete the exam.

### Group Project: Marketing Plan Report (12%) and Presentation (8%)

Students will form groups (three or four students in a group) by **Sept. 4**, 2017. Every group will prepare a written marketing plan and conduct two in-classroom presentations. Please read the documents of Group Project Guidelines on Canvas carefully. Collaborative tools (i.e., Google Doc., and Prezi.com) are encouraged to prepare your document.

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 electronic version only to Canvas (preferred in PDF format).

Team presentation score is subject to the audience's assessment. A structured evaluation form will be given the audience. Each team needs to perform two stand-up presentations. Each presentation should be no more than 15 minutes. In the second presentation, every group is required to produce and present a 1-minute marketing video to highlight the uniqueness of your subject company.

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)<br>Discuss all outlines in the project guidelines   | (4-7 points)<br>Discuss the majority of the project guidelines, but one or two topics are missing.  | (1-3 points)<br>More than two themes in the project guidelines are missing.   | 10     |
| Supporting Evidence & facts | (8-10 points)<br>Accurate and detailed use of specific evidence and facts to support arguments.<br>Appropriate use of photos and graphs to illustrate the discussion. | (4-7 points)<br>Use evidence and examples in general, but some supporting materials are not quite relevant or specific.<br>Use a number of graphs and photos, but some materials are not related to the discussion. | (1-3 points)<br>Few supporting evidence and facts, or many supporting materials are irrelevant.<br>Few photos or graph. | 10     |
| Grammar and Style           | (5-6 points)<br>Mastery of spelling, only a few grammar errors.<br>Adoption of accurate APA style references.   | (3-4 points)<br>Some grammar errors.<br>Some references are not in APA style.   | (1-2 points)<br>Many spelling errors.<br>No reference.  | 6      |

Group Presentation Rubric

| Criteria                     | High Quality  | Average Quality   | Low Quality  | Points |
|------------------------------|---|---|--|--------|
| Content                      | (8-10 points)<br>Discuss the key components listed in the project guidelines<br>Appropriate use of specific evidence, photos and graphs to illustrate the discussion. | (4-7 points)<br>Discuss the majority of the key components, but one or two topics are missing.<br>Use examples, pictures and graphs in general, but some supporting materials are not quite relevant or specific. | (1-3 points)<br>More than two themes in the project guidelines are missing.<br>Few supporting evidence or pictures, or many supporting materials are irrelevant.       | 10     |
| Presentation Professionalism | (5-6 points)<br>Appropriate dress to impress, clear verbal communication, using various ways to engage audience.  | (3-4 points)<br>Appropriate dress to impress, clear verbal communication, good eye contact with audience.   | (1-2 points)<br>Verbal communication is not very clear, presentation is not engaging.  | 6      |
| 1-minute Marketing video     | (4-5 points)<br>The unique aspects of the subject company are highlighted. All scenes and captions are clear. Narratives or background sounds are clear.              | (2-3 points)<br>The unique aspects of the subject company are highlighted. But some scenes or captions are not clear. Some narratives or background sounds are not clear.   | (1 point)<br>The unique aspects of the subject company are not highlighted. Some scenes or captions are not clear. Some narratives or background sounds are not clear. | 5      |
| Powerpoint Design            | (3 points)<br>All slides are clearly formatted. No word is smaller than 24 font size. Appropriate word color and background.  | (2 points)<br>A few slides are crowded or not clear to see. Some fonts are too small.   | (1 points)<br>More than three slides are too crowded. Background color makes word hard to see.   | 3      |
| Time Control                 | (2 points)<br>Finish presentation within 15 minutes.  | (1 point)<br>Presentation time exceeds 15 minutes, but less than 17 minutes.  | (0 point)<br>Presentation time exceeds 17 minutes.   | 2      |

**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 **Dec. 13, 12:01am** and **Dec. 18 midnight**. The final exam consists of multiple choice, true/false questions, short definitions, and matching. You have 90 minutes to complete the final. 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.

### Extra Credit

There will be opportunities to earn extra credits through this semester. Please pay attention to the announcement.

1. There will be a lecture review game at the end of each class. Students will work in groups to answer a set of questions. The first group that completes all questions with 100% accuracy will win and earn **0.5 bonus point**.
2. A mid-term learning survey will be distributed on Oct. 9, 2017. 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.

### Grading Information

| Percentage   | 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       |

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.

## **Classroom Protocol**

Please sit in the front and middle of the classroom for better vision and communication. Please avoid to sit in the last two rows.

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on Canvas 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/>

## HSPM 104 / Hospitality Marketing, FALL 2017, Course Schedule

First day of class: Aug.23  
Last day to drop: Sept. 6

Last day to add: Sept. 13  
Grades Due: Dec. 22

### Course Schedule

| Week | Date     | Topics, Readings, Assignments, Deadlines  |
|------|----------|---|
| 1    | Aug. 23  | Syllabus  |
| 2    | Aug. 28  | Chapter 1 Introduction: Marketing for Hospitality and Tourism (Canvas)  |
|      | Aug. 30  | Chapter 1 (CL 310)  |
| 3    | Sept. 4  | <i>Labor Day (No Class)</i>   |
|      | Sept. 6  | Chapter 4 The Marketing Environment (CL 310)  |
| 4    | Sept. 11 | Chapter 6 Consumer Markets and Consumer Buying Behavior (Canvas)  |
|      | Sept. 13 | Chapter 6 (CL 310)  |
| 5    | Sept. 18 | Chapter 8 Market Segmentation, Targeting, and Positioning (Canvas)<br><i>Group Project Interview Field Trip</i> |
|      | Sept. 20 | Chapter 8 (CL 310)  |
| 6    | Sept. 25 | Chapter 9 Designing and Managing Products (Canvas)  |
|      | Sept. 27 | Chapter 9 (CL 310)  |
| 7    | Oct. 2   | Chapter 9 (Canvas)  |
|      | Oct. 4   | Mid-term Course Review (CL 310)   |
| 8    | Oct. 9   | <b>Mid-term Exam (Canvas)</b>   |
|      | Oct. 11  | Group Project Preparation (CL 310)  |
| 9    | Oct. 16  | Marketing Plan Presentation (Part 1-4) (CL 310)   |
|      | Oct. 18  | Marketing Plan Presentation (Part 1-4) (CL 310)   |
| 10   | Oct. 23  | Chapter 11 Pricing Products: Pricing Considerations, Approaches, and Strategy (Canvas)                          |
|      | Oct. 25  | Chapter 11 (CL 310)   |

| Week | Date       | Topics, Readings, Assignments, Deadlines   |
|------|------------|--|
| 11   | Oct. 30    | Chapter 12 Distribution Channels (Canvas)  |
|      | Nov. 1     | Chapter 12 (CL 310)  |
| 12   | Nov. 6     | Chapter 13 Promoting Products: Communication and Promotion Policy and Advertising (Canvas) |
|      | Nov. 8     | Chapter 13 (CL 310)  |
| 13   | Nov. 13    | Chapter 14 Promoting Products: PR and Sales Promotion (Canvas)                             |
|      | Nov. 15    | Chapter 14 (CL 310)  |
| 14   | Nov. 20    | <i>Revinate Certification Course (Online Class)</i>  |
|      | Nov. 22    | <i>Happy Thanksgiving Holiday (No Class)</i>   |
| 15   | Nov. 27    | Chapter 15 Professional Sales (Canvas)   |
|      | Nov. 29    | Chapter 15 (CL 310)  |
| 16   | Dec. 4     | Course Review for Final Exam<br>Group Project Preparation (CL 310)                         |
|      | Dec. 6     | Marketing Plan Presentation (Part 5-8) (CL 310)  |
| 17   | Dec. 11    | Marketing Plan Presentation (Part 5-8) (CL 310)  |
|      | Dec. 13-18 | <b>Final Exam (Canvas)</b>   |

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.