

San José State University
Department of Hospitality Management
HSPM 104, Hospitality Marketing, 43543, Sec. 1, Fall 2014

Course and Contact Information

Instructor:	Dr. Yinghua (Michelle) Huang
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Office Hours:	Tuesday and Thursday, 1:40 – 2: 40 pm, Canvas Q&A Meeting in person by appointment
Class Days/Time:	Tuesday and Thursday, 12:00 - 1:15 pm
Classroom:	Clark Building 202 and Canvas cyberspace
Prerequisites:	HSPM 001, HSPM 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.

Learning Outcomes

Course Learning Outcomes (CLO)

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

1. CLO 1 *appreciate key concepts and terminologies in hospitality marketing*
2. CLO 2 *understand the fundamental marketing theories and principles*
3. CLO 3 *conduct marketing situation analysis that will enable students to identify key hospitality marketing issues and problems in complex, comprehensive, international environment;*
4. CLO 4 *conduct marketing research to analyze customer behavior*
5. CLO 5 *identify the latest development and trends in hospitality marketing practice*
6. CLO 6 *develop a marketing plan to recommend alternative courses of actions to promote hospitality business*
7. CLO 7 *improve communication skills including writing, discussion, oral presentation and listening*

Required Texts/Readings

Textbook

Kotler, P., Bowen, J. T., & Makens, J. C. (2013). *Marketing for Hospitality and Tourism*, 6th ed. Upper Saddle River, NJ: Prentice Hall. ISBN: 0-13-278402-5.

The 5th edition is fine to use, as long as you keep up with the updated materials.

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>.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

<i>Assignments</i>	<i>CLO</i>	<i>Weights</i>
A. <i>Hospitality Marketing News Discussion Board</i>	5 & 7	5%
B. <i>Participation</i>	7	15%
C. <i>Quizzes</i>	1, 2, 5	20%
D. <i>Mid-Term Examination</i>	1, 2, 5	20%
E. <i>Final Examination</i>	1, 2, 5	20%
F. <i>Marketing Plan Presentation</i>	3, 4, 6, 7	10%
G. <i>Marketing Plan Project Report</i>	3, 4, 6, 7	10%
Total		100%

Hospitality Marketing News Discussion Board (5%)

Marketing is a fast changing business. It is important to keep up-to-date with the latest development in the field. For this assignment, each person is required to post one hospitality marketing news and one related question on Canvas discussion board. The news should be current and your reference must be within three months prior to your post day. Your post can include text, picture, URL link, video, article HTML, or other multi-media materials. In order to help your classmates to better understand your post, please create one question relevant to your sharing content to initiate group discussion.

A schedule sheet will be provided in class. Once you sign up a specific date for news posting, you must follow the schedule. Here are some sources of hospitality news for your reference.

Hospitality Sales and Marketing Association International www.hsmai.org

Hotel Online www.hotel-online.com

California Lodging Industry Association www.clia.org

Nation's Restaurant News www.nrn.com

National Restaurant Association www.restaurant.org
California Restaurant Association www.calrest.org
Professional Convention Management Association www.pcma.org
Meeting Professionals International www.mpiweb.org
Cruise Industry News www.cruiseindustrynews.com

Participation (15%)

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 canvas discussion board, class exercises, attendance, completion of reading assignments, review questions, discussion questions, and, homework. For example, students are required to join the hospitality marketing news discussion board every week. Within each discussion board, students must to answer the posted question and comment on what you learn from the news.

Quizzes (20%)

Both scheduled/pop and in-class/online quizzes will be given in class. Scheduled quizzes will be announced. 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 form groups (five students in a group) by **September 4, 2014**. Each group needs to develop a marketing plan for a local hospitality business (e.g., restaurant, hotel, resort, and winery at the bay area). Interviews with the marketing manager/sales employee and customers are required. Every group will prepare a written marketing plan and a 10-minute presentation. Requirements will be given in class. Collaborative tools (i.e., Google Doc., and Prezi.com) are encouraged to prepare your document.

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 Canvas (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 16 pages, including
 - Title page
 - Executive summary (no more than 2 pages)
 - Marketing plan part 1-8 (minimum 12 pages, no more than 20 pages)
 - Reference (in an acceptable format)
 - Team Bio (including photos and member 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 (%).*

NOTE that [University policy F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states that “Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading.”

Grading Policy

<i>Points</i>	<i>Grade</i>
<i>97 to 100</i>	<i>A plus</i>
<i>93 to 96</i>	<i>A</i>
<i>90 to 92</i>	<i>A minus</i>
<i>87 to 89</i>	<i>B plus</i>
<i>83 to 86</i>	<i>B</i>
<i>80 to 82</i>	<i>B minus</i>
<i>77 to 79</i>	<i>C plus</i>
<i>73 to 76</i>	<i>C</i>
<i>70 to 72</i>	<i>C minus</i>
<i>67 to 69</i>	<i>D plus</i>
<i>63 to 66</i>	<i>D</i>
<i>60 to 62</i>	<i>D minus</i>
<i>59 and below</i>	<i>F</i>

Extra credits will be given for encouraging student participation in marketing research surveys.

Please turn in your assignments on time. If you missed the deadline for assignment submission, a deduction in grading will be applied.

Make-up exam will not be given unless there is an acceptable excuse. 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.

Road to “A”--Rules for Success:

Rule 1: Pay attention to every detail.

Rule 2: Attend every class.

Rule 3: Be a responsible member for your team.

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.

“Students are strongly encouraged to take courses to satisfy GE Areas R, S, and V from departments other than their major department. Passage of the Writing Skills Test (WST) or ENGL/LLD 100A with a C or better (C- not accepted), and completion of Core General Education are prerequisite to all SJSU Studies courses.

Completion of, or co--- registration in, 100W is strongly recommended. A minimum aggregate GPA of 2.0 in GE Areas R, S, & V shall be required of all students.” See [University Policy S14-5](http://www.sjsu.edu/senate/docs/S14-5.pdf) at <http://www.sjsu.edu/senate/docs/S14-5.pdf>.

Note that “All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades.” See [University Policy F13-1](http://www.sjsu.edu/senate/docs/F13-1.pdf) at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

Classroom Protocol

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 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 payoff.

University Policies

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Consent for Recording of Class and Public Sharing of Instructor Material

“Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”

- It is suggested that the greensheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
- In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.

“Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> 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.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

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](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

Accommodation to Students' Religious Holidays

San José State University shall provide accommodation on any graded class work or activities for students wishing to observe religious holidays when such observances require students to be absent from class. It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed. See [University Policy S14-7](http://www.sjsu.edu/senate/docs/S14-7.pdf) at <http://www.sjsu.edu/senate/docs/S14-7.pdf>.

SJSU Writing Center

The SJSU Writing Center is located in Clark Hall, Suite 126. All Writing Specialists have gone through a rigorous hiring process, and they are well trained to assist all students at all levels within all disciplines to become better writers. In addition to one-on-one tutoring services, the Writing Center also offers workshops every semester on a variety of writing topics. To make an appointment or to refer to the numerous online resources offered through the Writing Center, visit the [Writing Center website](http://www.sjsu.edu/writingcenter) at <http://www.sjsu.edu/writingcenter>. For additional resources and updated information, follow the Writing Center on Twitter and become a fan of the SJSU Writing Center on Facebook. (Note: You need to have a QR Reader to

scan this code.)



HSPM 104 / Hospitality Marketing, FALL 2014, Course Schedule

First day of class: Aug. 26
 Last day to drop: Sept. 5
 Last day to add: Sept. 12

Final Exam day: Dec. 18
 Grades Due: Dec. 23

Course Schedule

Week	Date	Location	Topics, Readings, Assignments, Deadlines
1	Aug. 26	Clark 202	Syllabus Chapter 1 Introduction: Marketing for Hospitality and Tourism
	Aug. 28	Clark 202	Chapter 2 Service Characteristics of Hospitality and Tourism Marketing
2	Sept. 2	Canvas	Chapter 4 The Marketing Environment
	Sept. 4	Clark 202	Chapter 4 (continued) <i>Group Project Team Bio Due</i> <i>Online Quiz for Ch 1-2 Due Before Class</i>
3	Sept. 9	Canvas	Revinat Certification Course
	Sept. 11	Clark 202	Chapter 5 Marketing Information Systems and Marketing Research
4	Sept. 16	Clark 202	Chapter 5 (continued)
	Sept. 18	Fieldtrip	<i>Group Project Interview Field Trip (NO class)</i>
5	Sept. 23	Clark 202	Chapter 6 Consumer Markets and Consumer Buying Behavior <i>Online Quiz for Ch 4-5 Due Before Class</i>
	Sept. 25	Canvas	Chapter 6 (continued) <i>Group Project Part 1&2 Due</i>
6	Sept. 30	Clark 202	Chapter 7 Organizational Buyer Behavior of Group Market
	Oct. 2	Clark 202	Chapter 8 Market Segmentation, Targeting, and Positioning
7	Oct. 7	Canvas	Chapter 8 (continued) <i>Online Quiz for Ch 6-7 Due Before Class</i>
	Oct. 9	Clark 202	Chapter 9 Designing and Managing Products
8	Oct. 14	Canvas	Mid-term Exam
	Oct. 16	Clark 202	Chapter 9 (continued) <i>Group Project Part 3&4 Due</i>

Week	Date	Location	Topics, Readings, Assignments, Deadlines
9	Oct. 21	Clark 202	Chapter 11 Pricing Products: Pricing Considerations, Approaches, and Strategy
	Oct. 23	Canvas	Chapter 12 Distribution Channels
10	Oct. 28	Clark 202	Marketing Plan Presentation (Part 1-4)
	Oct. 30	Clark 202	Marketing Plan Presentation (Part 1-4)
11	Nov. 4	Clark 202	Chapter 12 (continued) <i>Online Quiz for Ch 9&11 Due Before Class</i>
	Nov. 6	Clark 202	Chapter 13 Promoting Products: Communication and Promotion Policy and Advertising
12	Nov. 11	N/A	<i>Veteran's Day (No Class)</i>
	Nov. 13	Clark 202	Chapter 13(continued) <i>Group Project Part 5&6 Due</i>
13	Nov. 18	Canvas	How to use Google Analytics for your marketing control
	Nov. 20	Clark 202	Chapter 14 Promoting Products: PR and Sales Promotion <i>Online Quiz Ch12-13 Due Before Class</i>
14	Nov. 25	Canvas	Chapter 14 (continued) <i>Group Project Part 7 Due</i>
	Nov. 27	N/A	<i>Happy Thanksgiving Holiday (No Class)</i>
15	Dec. 2	Clark 202	Final Exam Study Guide
	Dec. 4	Clark 202	Marketing plan presentation (Part 5-8)
16	Dec. 9	Clark 202	Marketing plan presentation (Part 5-8) <i>Group Project Whole Report Due</i>
17	Dec. 12-18	Canvas	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.