

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

Contact Information

Instructor:	Dr. Yinghua (Michelle) Huang.
Office Location:	SPX 53.
Telephone:	(408) 924-3274.
Email:	yinghua.huang@sjsu.edu.
Office Hours:	Tuesday and Thursday, 10:00 – 11:00 am.
Class Days/Time:	Tuesday and Thursday, 12:00 - 1:15 pm.
Classroom:	SPXC 209.
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.

Course Goals and Learning Objectives

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

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

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

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

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

CLO 5--conduct marketing situation analysis;

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

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

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.

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

Assignments	CLO	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

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 and all references have to be within one month 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. You are required to ask your audience at least two questions at the end of the presentation, in order to check your communication effectiveness. Once you sign up a specific presentation date, you must follow the schedule. The presentation can be made in classroom or online.

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

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.nrn.com – Nation’s Restaurant News

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

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 **Feb. 6, 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 12 pages, including
 - Title page
 - Executive summary (no more than 2 pages)
 - Marketing plan (minimum 12 pages, no more than 20 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 (%).

Grading Policy

Final total point range and letter grade:

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

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.

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 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.

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

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](#) 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](#) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop 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](#) at <http://www.sjsu.edu/advising/>.

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](#) 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](#) is available at <http://www.sjsu.edu/studentconduct/>.

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 Integrity 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](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.

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/>.

HSPM 104 Hospitality Marketing

SPRING 2014 Course Schedule

First day of class: Jan. 23
 Last day to drop: Feb. 4
 Last day to add: Feb. 11

Final Exam day: May. 21
 Grades Due: May. 27

Week	Date	Topics, Readings, Assignments, Deadlines
1	Jan. 23	Course Introduction Chapter 18 Next Year's Marketing Plan
2	Jan. 28	Chapter 1 Introduction: Marketing for Hospitality and Tourism
	Jan. 30	Chapter 2 Service Characteristics of Hospitality and Tourism Marketing
3	Feb. 4	Chapter 3 The Role of Marketing in Strategic Planning
	Feb. 6	Chapter 3 (continued) <i>The group project namelist DUE</i>
4	Feb. 11	Chapter 4 The Marketing Environment <i>Online Quiz for Ch 1-2 Due</i>
	Feb. 13	Chapter 5 Marketing Information Systems and Marketing Research
5	Feb. 18	Chapter 5 (continued) <i>Online Quiz for Ch 3-4 Due before class</i>
	Feb. 20	Chapter 6 Consumer Markets and Consumer Buying Behavior
6	Feb. 25	Chapter 6 (continued) <i>Group Project Part 1 - Introduction DUE</i>
	Feb. 27	<i>Group Project Interview Field Trip (NO class)</i>
7	Mar. 4	Chapter 7 Organizational Buyer Behavior of Group Market <i>Online Quiz for Ch 5-6 Due before class</i>
	Mar. 6	Chapter 8 Market Segmentation, Targeting, and Positioning
8	Mar. 11	Review for Chapters 1-8
	Mar. 13	Revinat University Program Presentation

Week	Date	Topics, Readings, Assignments, Deadlines
9	Mar. 18	Mid-term Examination (Canvas)
	Mar. 20	CSU Hospitality Career Expo at SFSU (NO class) <i>Group Project Part 2 – Environmental SWOT Analysis DUE</i>
10	Mar. 25	Spring Recess (NO class)
	Mar. 27	Spring Recess (NO class)
11	Apr. 1	Revinate Certification Course (Online)
	Apr. 3	Chapter 9 Developing the Hospitality and Tourism Marketing Mix <i>Group Project Part 3- Segmentation and targeting Due</i>
12	Apr. 8	Marketing Plan Presentation (Part 1-3)
	Apr. 10	Chapter 11 Pricing Products: Pricing Considerations, Approaches, and Strategy <i>Online Quiz for Ch 9-10 Due before class</i>
13	Apr. 15	Chapter 11 (continued) <i>Group Project Part 4 – Next year’s Objectives DUE</i>
	Apr. 17	Chapter 12 Distribution Channels
14	Apr. 22	Chapter 13 Promoting Products: Communication and Promotion Policy and Advertising <i>Group Project Part 5 – 4Ps’ Action Plans DUE</i>
	Apr. 24	Chapter 13(continued) <i>Online Quiz for Ch 11-12 Due</i>
15	Apr. 29	Chapter 14 Promoting Products: PR and Sales Promotion <i>Group Project Part 6 – Resources needed to implement strategies DUE</i>
	May. 1	Chapter 14 (continued)
16	May. 6	Final Examination Study Guide <i>Group Project Part 7 – Marketing control DUE</i>
	May. 8	Marketing plan presentation (Part 4-8)

Week	Date	Topics, Readings, Assignments, Deadlines
17	May. 13	Marketing plan presentation (Part 4-8) <i>Group Project Whole Report DUE</i>
	May. 20	Final Exam (Canvas)

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.