**San José State University**

# Department of Hospitality, Tourism & Event Management HSPM 104 Spring 2019

## Course and Contact Information

|  |  |
| --- | --- |
| Instructor: | Laura Shroder |
| Office Location: | MH 437 |
| Telephone: | 408-924-3000 |
| Email: | Laura.Shroder@sjsu.edu |
| Office Hours: | Available via Zoom or phone Mon-Friday 8am-5pm.  Please email [Laura.Shroder@sjsu.edu](mailto:Laura.Shroder@sjsu.edu) to schedule a time that works with your schedule. Wednesday’s from 2pm-3pm |
| Class Days/Time: | Online |
| Classroom: | Online |

## Course Format

## 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 the 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 a complex, comprehensive and international environment

4. CLO 4 identify the latest development and trends in hospitality marketing practice

5. CLO 5 conduct an informational interview with a marketing director who oversees a hospitality business

## 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

Carli Lowe, Academic Services Liaison for Hospitality, Tourism & Event Management, Dr. Martin Luther King Jr. Library, San Jose State University. E-mail: carli.lowe@sjsu.edu. Helpful electronic resource: URL: http://libguides.sjsu.edu/hospitality.Course Requirements and Assignments

Please see “Determination of Grades” , “Assignments” , and “Course Calendar” below.

“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 practica. Other course structures will have equivalent workload expectations as described in the syllabus.”

### Determination of Grades

|  |  |  |
| --- | --- | --- |
| **Assignments** | **CLO** | **Points** |
| Chapter Quizzes | 1,2,4 | 15 @10 points each= 150 |
| Miscellaneous Assignments | 6 | 5 points each = 10+ |
| Homework | 1,2,4 | 5 @ 10= 50 |
| Midterm Exam | 1,2,4 | 150 |
| Term Project Written Report | 3,5,6 | 50 |
| Term Project Presentation | 3,5,6 | 50 |
| Final Examination | 1,2,4 | 150 |

Grading Scale

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

## Classroom Protocol

This course will use Canvas as the primary means of access to the learning materials. On this site you will find homework assignments, course announcements, quizzes/exams, PowerPoint files and a variety of other course resources. You can check your earned scores there. ***It is the students’ responsibility to check the scores posted on Canvas and inform the instructor if there is any mistake within ONE WEEK after scores posted via documented means, such as emails and letters.*** If a student disagrees with the instructor’s grading, he/she needs to appeal by informing the instructor via documented means. The instructor will schedule a time to review the assignment/exam with the student for reassessment. The final score will be based on the re-assessment.

1. **Professionalism:** The quality of your future career depends on the degree of professionalism that you exhibit. It is expected that students conduct themselves in a mature and professional manner in each class session. Professionalism includes participation at every class session, constructive participation in course activities, timely completion of assignments, the manner in which you act, courtesy towards classmates, etc.

Student’s final grades will depend on the degree of professionalism that you demonstrate in this course. If you consistently act in an unprofessional manner your final grade will be reduced.

It is considered an honor code violation to consult any material (e.g. class notes and homework solutions) from past sections of this class. It will similarly be considered an honor code violation to share class materials with future students.

# Late Work Policy

Assignment Deadlines. Assignments are due on the due date. If assignments are expected to be submitted on Canvas, please check the due date/ syllabus. Late submissions will not be accepted.

All due dates are firm. **LATE WORK WILL NOT BE ACCEPTED.**

**Participation Policy**

**Course Participation:** Not surprisingly, research has identified that attendance directly correlates with student grades. Simply stated, students with higher participation earn higher grades. If you expect an extended period of legitimate absences, please discuss it with the instructor prior to your absence. Legitimate absences include university functions, religious holidays, and serious illness. Please note, an excused absence is allowed when you are on an approved university function, religious holiday, or if you are physically unable to attend class due to illness. In order for an illness to qualify for an unexcused absence, you must provide an excuse letter from a medical provider stating that you were unable to attend class due to your illness. Simply going to the doctor to be seen and sent home does not qualify. Flat tires, car breakdowns, late buses, oversleeping, or other personal issues will not be accepted as legitimate excuses.**.**

**SYLLABUS DISCLAIMER:**

Every reasonable effort will be made to adhere to the guidelines set forth in this syllabus. However, should there be any unforeseen and/or unavoidable circumstances that deem it necessary to make revisions; such revisions will be done and communicated to the class in a timely manner. Please note the syllabus is subject to change.

The instructor reserves the right to revise this tentative schedule in order to enhance the achievement of learning objectives. It is the student’s responsibility to be aware of all readings, discussions, quizzes/exam, assignments/project, and changes in course requirements.

## 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/>”

## Assignments

**Homework/Discussions (5 @ 10 points): 50 points**

Homework will be given with specific timeframe. Students need to complete the homework before deadlines. Homework will engage with key concepts learned in class.

**Chapter Quizzes (15 @ 10 points): 150 points**

Online chapter quizzes will be given with specific timeframe. Students need to complete the quizzes before deadlines.

**Mid-term Exam (150 points):**

The canvas mid-term exam will open on due date. The mid-term exam include multiple choice, true/false questions, short definitions and matching.

**Final Examination (150 points):**

Final exam will be given on Canvas to assess your ability to absorb the knowledge covered in this course. The exam will open only during the scheduled final time. The final exam consists of multiple choice, true/false questions, short definitions, and matching.

**Individual Project (100 points)**: Marketing Director Interview Written Report (50 points) and Presentation (50 points):

You are required to interview the director of marketing or someone in charge of marketing at a hospitality related company and investigate their marketing strategies and practice. Every student needs to prepare a written report and a 5-7-minute presentation to be given in class. Please read the document of Term Project Guidelines on Canvas for more details.

**Miscellaneous Assignments (2+ @ 5 points)**

Throughout the semester their will be miscellaneous assignments at 5 points each. Students will be given at least 2 weeks’ notice before a miscellaneous assignment. Examples include syllabus quiz, practice discussion, final project updates, etc.

**Exams**

**Course Calendar:**

|  |  |  |
| --- | --- | --- |
|  |  | **Sunday** |
| **Week**  **8/18** |  | Review Syllabus  Syllabus Quiz  Posting Discussion |
| **Week**  **8/25** | Chapter 1: Introduction: Marketing for Hospitality and Tourism | Quiz 1 |
| **Week**  **9/1** | Chapter 2: Service Characteristics of Hospitality and Tourism Marketing | Quiz 2 |
| **Week**  **9/8** | Chapter 3: The Role of Marketing in Strategic Planning | Quiz 3  **Discussion 1** |
| **Week**  **9/15** | Chapter 4: The Marketing Environment | Quiz 4 |
| **Week**  **9/22** | Chapter 5: Managing Customer Information to Gain Customer Insight  Chapter 6: Consumer Markets and Consumer Buying Behavior | Quiz 5  Quiz 6 |
| **Week**  **9/29** | Chapter 8: Customer- Driven Marketing Strategy: Creating Value for Target Customers | Quiz 8  Assignment: Final Project Step One  **Homework 1** |
| **Week**  **10/6** | Chapter 9: Designing and Managing Products and Brands: Building Customer Value | **Mid-term Exam**  Quiz 9 |
| **Week**  **10/13** | Chapter 10: Internal Marketing  Chapter 11: Pricing: Understanding and Capturing Customer Value | Quiz 10  Quiz 11  **Homework 2** |
| **Week**  **10/20** | Chapter 12: Distribution Channels Delivering Customer Value | Quiz 12 |
| **Week**  **10/27** | Chapter 13: Engaging Customer and Communicating Customer Value and Advertising | Quiz 13  **Homework 3** |
| **Week**  **11/3** | Chapter 14: Promoting Products: Public Relations and Sales Promotions | Quiz 14 |
| **Week**  **11/10** | Chapter 15: Professional Sales | Quiz 15 |
| **Week**  **11/17** | Chapter 16: Direct, Online, Social Media, and Mobile Marketing | Quiz 16  **Discussion 2** |
| **Week**  **11/24** | Chapter 16: Direct, Online, Social Media, and Mobile Marketing | **Post Final Presentation** |
| **Week**  **12/1** |  | **Submit Written Report** |
| **Week**  **12/8** | **Finals** | **Final: Dec 10th** |