



HTM*3080 Marketing in the Hospitality and Tourism Industry F'2017

Section 01 M, W 1:00 -2:20pm MACS 121

0.5 Credits

General Course Information

Instructor: Dr. Kathleen Rodenburg

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Office Location MAC 235 (x58167)
Please email me rather than leaving me a voice mail for faster communication.

Office Hours By appointment (I am in the office most days)

Department/School School of Hospitality, Food and Tourism Management

Pre-requisites 9.00 credits including HTM*2010 or MCS*1000

Restrictions: Restricted to students registered in Bachelor of Commerce program.

Course Description

The course design provides a broad understanding of marketing and marketing strategy as it pertains to Marketing in the Hospitality and Tourism Industry. Special emphasis is given to the diverse set of digital tools utilized in the marketing of services and corporate images. In addition to teaching central concepts and models from marketing theory, students will be placed in a forum where they can apply these concepts in a 'real world' marketing situation. Specifically, students will work with local business/clients to assist in the development of their Social Media Marketing plan.

Course Learning Outcomes (LO)

This course covers the key elements of the marketing strategic planning process. The 4 broad buckets include: 1. Performing the situation analysis which includes an assessment of the external environment, industry structure, markets and competitors, and the internal structure and assessment of an organization. From this analysis potential customer needs are identified and these needs are matched up with the core competencies of the organization; 2. Setting the Marketing Objectives; 3. Developing the Marketing Strategies which includes selecting target markets, positioning and the selections of the social media zones and vehicles. 4. The implementation and control of the marketing plan process which includes action plans for all marketing mix elements, responsibility, timeline, budgets, and measurement and control.

In order to develop the concepts in a real world context, students in this course will be placed into a consultancy role and will provide input and direction on a specified local service organization's Social Media Marketing Plan ('SMMP').

The class will be divided into teams consisting of 5-6 members and each team will be assigned to one pre-determined organization. Students will be asked to relate marketing concepts and best practices to their assigned client. The rules of engagement within the classroom for these students will be consistent with workplace expectations. That is, students will conduct business meetings with the client both on campus and at the client's location, and are expected to conduct themselves in a professional manner at all times; including business attire when meeting with the client, showing up on time and, providing reports in a timely manner. The culminating project for this class will be the development of a Social Media Marketing Plan for each of their assigned organizations. Students will present their marketing plan to the client and instructor. Four clients have been pre-selected and each client will have 4 teams competing for 'Best in Class' SMMP. Winners will be selected by the client. Therefore, there will be 4 winning teams.

LO1. Develop an understanding of customer segments and key marketing concepts, and apply this knowledge to increase revenue and brand value in an ethical and sustainable way for the hospitality industry.

LO2. Students will gain a broad based understanding of Marketing and Marketing management as it pertains to the hospitality and tourism industry, specifically, by applying theories, concepts and business models to an existing real organization students develop critical skills necessary to perform the following tasks

- i. Situation Analysis: External environment, Industry structure, Markets and Competitors, Internal environment
- ii. Setting Marketing Objectives
- iii. Developing Marketing Strategies; Leveraging Social Media (digital platforms)
- iv. Implementation Plan and control

LO3. Students will develop essential skills to work effectively as a team. In particular students will gain knowledge and acquire tools necessary to enhance

- i. Team communication, including giving and receiving feedback effectively
- ii. Managing diversity
- iii. Individual and collaborative learning
- iv. Project & time management
- v. Facilitating group work

LO4. Students will develop essential skills for:

- i. Conducting primary & secondary source research
- ii. Critical thinking
- iii. Communication –including presentation skills and business report writing
- iv. Conducting an analysis in an electronic/social media environment

LO5. Students will develop their business acumen (literacy)

- i. Developing and maintain client relations
- ii. Presenting information in a business environment
- iii. Customer relations marketing

Knowledge and Understanding:

Students will gain a common language and understanding of the marketing, key marketing concepts and theories. Students will learn key processes for analysing an organization and its key influencing factors. Students should be able to apply this knowledge and understanding in their future Tourism and Hospitality careers

Discipline/Professional and Transferable Skills:

Students will develop essential skills for application in their professional life. In particular, students in this class will be provided with a tool box of skills which would include: research methods, how to participate as an active and effective team member, how to build an effective team, how to facilitate and lead a meeting, how to give and receive feedback, how to set priorities and manage timelines and how to perform an organizational assessment of strengths, weaknesses, opportunities and threats. Furthermore, students will be exposed to personal and business ethical principles as well as be provided with a process on how to think and resolve ethical issues in the workplace.

Attitudes and Values:

The mission of the College is to “develop leaders for a Sustainable World”. This is to be accomplished by “providing a transformational learning environment that encourages critical reflection, personal growth, community engagement and global awareness, in addition to promoting comprehensive understanding of both traditional and emerging themes in service marketing. In this class and throughout your time at this University we will foster social and ethical responsibility and prepare graduates for leadership roles that will improve the effectiveness of their organizations and the well-being of people in Canada and around the world.” While this class will create the environment to foster and promote this mission, the attitude of the student in the program is paramount to success. Students must take an active interest in their education. This will involve full participation in all learning activities. Students will not be ‘spoon fed’ ideas and concepts but will be forced to actively engage in research and problem solving. Students are encouraged to ask questions, to think outside the box, to debate issues, challenge concepts and to be provocative in their thinking in an effort to keep an open dialogue which will lead to their greater knowledge and understanding. Students are expected in this pursuit of knowledge to embrace diversity, encourage other students to engage in the dialogue, be respectful at all times, and recognize that both failures and successes provide excellent learning opportunities.

Indicative Content

There are two (2) 1.5 hour sessions per week . 1.5 hours per week will lecture time and 1.5 hours per week will be used to work on the client project.

Week	Lecture	Assigned Reading	Individual Prep for Seminar	Seminar Task
1 Sept 11 & 13	I. Understanding Marketing for Hospitality and Tourism Marketing Process II. Service Characteristics of Hospitality and Tourism Marketing III. The Role of Marketing in Strategic Planning	Read Chapter 1,2 &3	Review Culminating Project Details	Culminating project Overview Team & company assignments Team contract completed Develop List of questions
2 Sept 18 & 20	The Marketing Environment I. Internal environment The company Suppliers Marketing Intermediaries Customers Public	Chapter 4	Preparatory questions for client session	On-site orientation meeting with client Signed confidentiality agreement Complete Project charter
3 Sept 25 & 27	II. Macro-Environment Demographics Economic Environment Natural Environment Technological Political Cultural	Chapter 4	Do an environmental scan of your organization See CourseLink	Working session Culminating Project Internal Analysis complete
4 Oct. 2 & 4	III. Consumer Markets and Consumer Buying Behaviour	Chapter 5&6	Gaining Consumer insights See CourseLink	Working Session Culminating Project External Analysis complete
5 Oct 9 & 11	No Lecture		No Seminar	

6 Oct 16 & 18	III.Consumer Marketing and Consumer Buying Behaviour continued	Chapter 5&6	Preparation for SWOT analysis See CourseLink	Working Session Culminating Project Facilitate SWOT analysis
7 Oct 23 & Oct. 25	In-class Case Study Mid-term 1		Preparation for Client Presentation	SWOT analysis presented to Client Social Media Objectives and Target audiences discussed
8 Oct. 30 & Nov. 1	Developing the Hospitality and Tourism Marketing Value-Driven Strategy and Mix Designing and Managing Products and	Chapter 9	Preparation for Objectives/target audience and positioning statements	Establishing the clients social media marketing plan objectives Identification of target audience

	Brands			(TA) Using ethnography develop TA Persona (habits/social media habits of the target audience) Positioning statements
9 Nov 6 & 8	<ul style="list-style-type: none"> • Pricing: Understanding and Capturing Customer Value • Distribution Channels, delivering Customer value 	Chapter 11 & Chapter 12	CourseLink Reading	Social Community Zone strategies Social Publishing Zone strategies
10 Nov 13 & 15	Engaging consumers and communicating customer value Public relations and sales promotions	Chapter 13 & Chapter 14	CourseLink Reading	Social Entertainment Zone strategies Social Commerce Zone strategies
11 Nov 20 & 22	Professional sales Direct, On-line, Social Media and Mobile Marketing	Chapter 15 & Chapter 16	CourseLink Reading	Experience strategy/activation plan/ performance indicators
12 Nov. 27 & 29	In-class Case Study Mid-term 2		Preparation for Final SMMP presentations to client	Final SMMP presentations to client

Course Assessment¹

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Seminar Participation	1,2,3,4	<i>Week 2-12 Seminars</i>
Assessment 2:	45%	Client Group Project	1,2,3,4,5	<i>Oct. 25</i>
		1. Situation analysis and key opportunities		<i>Nov.3</i>
		2. Buy-in on objectives, target audience		<i>Nov. 29</i>
		3. Client Presentations		<i>Dec. 6</i>
4. Final Report				
Assessment 3:	30%	In-Class Case studies	1,2,3	<i>Oct. 23 Nov. 27</i>
		1. Mid-term 1		
		2. Mid-term 2		
Assessment 4:	5%	Attend Lecture by Michael Cant "How to Be an Effective Leader" Public Lecture Reflection due	3,5	<i>Sept. 27 Oct. 3</i>

Seminar Participation (20%).

One of the key learning objectives of this course is the ability to work effectively in a team. As such, 50% of your assessment is based on team work. Crawford et al., 2011, National association of Colleges & Employers, 2013 along with several other studies have identified **teamwork, leadership, analytical savvy and communication skills** as skillsets most demanded by employers. Unfortunately, students often don't see the value associated with team work. In most cases this attitude is a result of not being given the correct tools or coaching on how to be successful as a team. Furthermore, incentives in the academic environment as it pertains to team work often lead to free-riding behaviours by some

¹ 50% of your assessment is based on individual work and 50% is based on group work.

members. As team work, leadership, analytical savvy and communication will be critical to your success within your selected Bachelor of Commerce discipline and well as an important skill sought after by employers, the seminars are specifically designed to develop these skills.

Students will be required to complete the following in an effort to develop these skills and to avoid free-riding behaviours:

1. Create and sign a team contract
2. Each week a different member will be responsible for facilitating the working sessions
3. Submit individual prep work prior to the seminar to the drop box
4. Sign a check list of work completed by each individual member's after each group submission
5. Complete 4 group assessments on your fellow team members and hold two feedback sessions where an action plan is created to improve team performance

Culminating Project (45%)

Students will work in teams consisting of 5 members. Your team will be assigned one of four pre-determined local organization and will assist this organization in the development of their Social Media Marketing Plan. The plan will include : 1)An Internal and External environmental assessment including SWOT analysis; 2) the setting of key marketing objectives, selection of target audiences, positioning statements; 3) developing marketing strategies (specifically, the selection of social media zones and vehicles and develop an experience strategy); 4) developing an implementation plan. There are 5 key milestones/touchpoints with the client assigned to this project (including an orientation meeting at the client's location).

There are 5 Project Milestones/components with the following corresponding due dates:

Report Milestone	DUE Dates
1. Orientation Meeting @ client's location	Sept. 20
2. External/Internal assessment & SWOT analysis	Oct. 25
3. Buy-in on SMMP goals and target audience	Nov. 3
4. Final Presentation to Client	Nov. 29
5. Final Report Due	Dec. 6

Students will complete 4 group assessment evaluations found in CoursLink in PEAR, rating the performance of each member of their team. Group assessments 2 and 4 will be followed up by a face-to-face communication and action plans to improve overall group performance. The instructor when awarding grades for the project takes these evaluations, in conjunction with the final group assessment evaluation, into consideration. Any student whose contribution is identified as poor by the other team members will have their work placed under-review. Specifically, the individual prep work for each seminar will be reviewed. If the individual prep work also reveals poor performance then the under performer will lose marks on the project. (Not attending seminar, which is a key time for group work on this project, will also contribute to a poor rating by both students and professor).

For the details of the group project and peer evaluations, please see the group work document posted on COURSELINK under Course Materials>Content. There is a Group Assignment Checklist posted here as well. Once you have verified the check list, hand in this signed checklist with each milestone submission.

The University of Guelph writing centre is an excellent resource for the written assignments.

Mid-terms (30%)

Two Mid-term exams are scheduled during class time. They will emphasize material covered in lectures, activities, and assigned readings. The two midterm exams will involve

analysing a case study using key theory and content taught in class and subsequently applied in the completion of the culminating project.

Public Lecture & Reflection (5%)

Michael Cant PhD, Professor of Excellence in Leadership from the Mendoza College of Business, University of Notre Dame will be delivering a public lecture entitled “How to Be a More Effective Leader”. The talk will take place on Wednesday, September 27 from 5:30-6:50 pm in Thorn 1200. Students are to provide a reflection on the talk. This reflection is due on October 3, by 11:30 pm. Details for this reflection piece can be found in COURSELINK under Course Materials>content>public lecture assignment

Course Resources

Required Textbook:

Kotler, P., Bowen, J. T., Makens, J.C., Bagoglu, S. (2017) *Marketing for Hospitality and Tourism*, 7th Ed., Pearson

ISBN 10: 0-13-415192-5

ISBN 13:978-0-13-415192-2

Recommended Textbook:

Tutin, Solomon, *Social Media Marketing*, Sage Publishing

Other Resources:

CourseLink (courselink.uoguelph.ca) is THE source for all things related to HTM 3080—assignment descriptions, news, discussion boards, course notes, electronic drop boxes, grades, etc.

Course Policies

Grading Policies

1. **Late Policy:**

The CourseLink DropBox timestamp will be the sole arbitrator to determine whether an assignment is late or not. DropBox is set up so that you can submit early drafts of work—only the last one submitted will be graded—but all submissions will be saved. Submit early and submit often to avoid late penalties. Individual seminar prep work submitted after the deadline will receive a grade of zero (0), no exceptions. Group work not submitted at the end of seminar will also receive a grade of zero (0), no exceptions. Component Culminating Project submissions which are late will be assessed at a 5% penalty each day, and will receive 100% penalty after 3 days. Component Culminating Project submissions submitted after 24 hours from the deadline is assessed a 100% penalty (i.e., it receives a grade of zero). The CourseLink DropBox will send out an automated acknowledgement e-mail that the work has been successfully uploaded. The large penalties for late submissions are necessary to ensure all team members are contributing to group work. If one team member misses a ‘individual seminar prep’ deadline, then the work of the entire team is compromised. Furthermore, group submissions at the end of each seminar are essential to ensure that the seminar time is used productively. DropBox is the ONLY place for documents; do not e-mail them to your professor.

2. **Turnitin.com:**

In this course, we will be using Turnitin, integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph.

ALL submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports (like the Originality Report) that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

- 3. Document Format:** *All written documents must be in Adobe's Portable Document Format (PDF). You can create your document using Microsoft Word, Apple's Pages, Google Docs, etc., but the final submission must be in PDF. There is a cost to the instructor in terms of time lost downloading an incorrectly formatted document and attempting to make sense of it. PDF documents always work all the time—no issues with fonts, formatting, etc.*

- 4. Technology Policy:**

Technology-related issues will NOT be considered grounds for an extension to assignment deadlines or a reason to forgive a penalty for late or wrong format submissions. You need to ensure you plan for potential technology challenges or issues. 'No internet access' is NOT grounds for a late submission. The availability of free internet in many places as well as the ability to Hot spot phones makes this excuse non-valid. I strongly recommend that you back up your work, use google docs, shared dropboxes, email, etc...to ensure that you do not lose your work. During presentations, I strongly recommend you pre-test the technology (including sound etc...). There will be NO extra time to resolve technical difficulties. Always plan for a technical challenge, by coming to class early to test your technology and by having a back-up plan in case your audio visual does not work. There are many times in business where the technology is not working; when you only have one chance the show must go on!

No academic consideration will be given for technology-related issues.

Please note that these policies are binding unless academic consideration is given to an individual student.

- 5. Course Policy on Group Work:**

Work submitted by a team of students will be allocated one grade. Therefore, teams must work together to ensure that their submission is representative of the entire team. If plagiarism is detected through turnitin the entire team will be held responsible for the misconduct and will be penalized accordingly (at Guelph this also entails a visit to the Dean's office). Make sure that once your document is complete that it flows as one document and that there is no plagiarism within the document. When grading, the group submission should be a cohesive (not a cut and paste of various different parts from different individuals). All members of the team get a grade for the final document; there are not different grades for different parts. The only time that a student will be graded separate from the team is in the case of on-going free-riding behaviours identified by others in your group through the group assessment process. This assessment by team members can be easily verified by the 'quality of the individual seminar preparation' work uploaded to the drop box in advance of the seminar. It is often the case that a team member is unaware of how their behaviour affects their teammates, as such the team has an opportunity to complete a group assessment four times throughout the semester. After each evaluation teams will meet and discuss key issues and develop an action plan which will be signed by all team members. Therefore, team members have an opportunity to improve their performance, in which case no marks will be deducted.

- 6. Communication**

I will be available for a meeting via appointment.

All e-mail communication sent from students to instructors, and from students to staff, must originate from the student's own U of Guelph e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from an U of Guelph account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

- Please READ the Course Outline and/or assignment instructions and/or CourseLink Discussions before sending out an e-mail. Often the answer is already found therein!
- Start the subject line of your email with HTM 3080; makes it easy to sort out your requests from other emails.

Announcements, grades, lecture slides, information on exams and other course materials will be posted on to COURSELINK. Check COURSELINK daily. Any changes and critical information will be posted on COURSELINK. You are responsible for making yourself aware of any changes made to the course by checking COURSELINK daily.

7. Examination Policy:

Exam papers must be submitted in whole and on time in the exam room. Exam papers

- (a) not submitted on time,
 - (b) submitted with missing pages,
 - (c) submitted elsewhere, with the exception of students with permission to write in the Assess Ability Office,
 - (d) not received at all,
- will receive a grade of zero regardless of the reason.

It is the responsibility of students to ensure that they write exams in the location, date, and time assigned to their sections. Students writing exams in the wrong section are considered not writing exams at all and will receive a zero mark.

Electronic devices –including electronic dictionaries – are NOT permitted in exams. The only exception is a standard (i.e. non-programmable) calculator

Missing a Midterm Exam

Missing a midterm will automatically result in a grade of zero for that midterm. A consideration for missed exams will only be given in the case of illness or emergency reasons. Such excuses as prior personal travel plans and extra-curricular commitments are not legitimate reasons. If you were ill, you must get Verification of Illness Form (the only acceptable document), with approval you may write a deferred midterm exam. There will be a single deferred exam at the end of the term which is CUMULATIVE that applies to students who missed either one or both midterm exams due to legitimate reasons such as illness or emergency. The illness form must be obtained the day of the exam and submitted within 3 days of the exam. This remedy is a privilege and not a right. No additional assignments or work will be assigned to improve the marks. Students will receive a mark of zero on a missed test without the Verification of Illness Form. The midterm exam schedule has been set and will not be changed.

8. Course Modification Warning:

The instructor and university reserve the right to modify elements of the course during the term. The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her U of Guelph email and course website on COURSELINK daily during the term and to note any changes.

9. Course Policy regarding use of electronic devices and recording of lectures:

Electronic devices—phones, tablets, laptops: you may bring and use your device in class. However, I reserve the right to ask you to put away your laptop if I find it to be distracting to myself, yourself, or your peers.

Electronic recording—electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted (e.g., in the case of a CSD student) they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration:

www.uoquelfh.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar: www.uoquelfh.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoquelfh.ca or see the website: www.csd.uoquelfh.ca

Course Evaluation Information

Please refer to the Course and Instructor Evaluation Website: courseeval.uoquelfh.ca.

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday, November 4th. For regulations and procedures for Dropping Courses, see the Academic Calendar:

www.uoquelfh.ca/registrar/calendars/undergraduate/2017-2018/c08/c08-drop.shtml

