



College of
Business+
Economics

HTM*3080 Marketing Strategy for Hospitality Managers F 2016

Credit weight 0.50

General Course Information

Instructor: Rob McLean
Email mclean01@uoguelph.ca
Office Location TBD
Office Hours TBD
Department/School School of Hospitality, Food and Tourism Management

Class Schedule: Monday 4:00 pm to 5:20 pm and Wednesday 11:30 am to 12.50 pm

Pre-requisites: 9.00 credits including HTM*2010, (HTM*2120 or MCS*1000)

Course Description

This course focuses on major marketing decisions that hospitality and tourism managers face in generating and sustaining demand for their products and services. Course content includes the key elements of strategic marketing and practice, such as customer relationship marketing, differentiating, segmenting, positioning and branding, promotions, sales and distribution systems, within the context of the hospitality and tourism business environment.

Course Learning Outcomes

Upon successfully completing this course, you will:

1. Gain knowledge of key marketing concepts and theories.
2. Comprehend marketing as an active, decision-oriented process.
3. Develop an ordered and focused way of thinking about marketing problems and opportunities based on the discipline of marketing.
4. Gain knowledge of the challenges of setting strategy, and the process of marketing planning and management.
5. Be skilled at the application of marketing concepts within the hospitality and tourism industry.
6. Apply creativity as a component of reasoned and fact based decision-making.

Knowledge and Understanding:

This course will prepare you to understand the steps involved in creating an effective strategic marketing plan. You will understand the requisite research and planning that supports a successful service industry marketing strategy.

Discipline/Professional and Transferable Skills:

Strategy always comes before tactics. In this course, you will learn *why* a strategic approach is essential. A disciplined approach to reading, studying and seminar work will mirror the measured approach that strategic planning requires, and this patience and discipline is fully applicable to any career that requires strategic planning and/or project management.

Attitudes and Values:

The course is based on an active 12-week semester. One of the most effective and efficient use of classroom time aims at reinforcing or clarifying what the student has tried to learn on an individual basis before entering the classroom. For this reason, it will be assumed that the student has carefully read the assigned material and made a reasonable effort to prepare notes and any questions and/or insights on those readings prior to the class. These materials will be discussed in class and seminars.

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	20%	Case Participation (Individual)	1,2,3,6	<i>In class</i>
Assessment 2:	20%	Midterm	1,2,3	<i>In class</i>
Assessment 3:	25%	Group Project	1-6	<i>In class</i>
Assessment 4:	35%	Final Exam	1-6	<i>TBD</i>
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Total	100%			

Indicative Content, Course Schedule and Key Dates

Week	Date	Theme	Chapter Readings
1	Sep 12	Introduction; The Service Characteristics of Hospitality and Tourism Marketing	1 & 2
	Sep 14	Review Case Mechanics	
2	Sep 19	Role of Marketing in Strategic Planning The Marketing Environment	3 & 4
	Sep 21	Case 3 - Disney	
3	Sep 26	Understanding Consumer Markets & Customer Behaviour Organizational Buyer Behaviour	6 & 7
	Sep 28	•Case 9 – Mayo Clinic•	
4	Oct 3	Strategy: Segmentation, Targeting & Positioning	8
	Oct 5	•Case 19 – Boulder Creek•	
5	Oct 10	Holiday – Class rescheduled to Friday, Dec 2nd	5 & 9
	Oct 12	Managing Customer Information Systems & Insights Brand Strategy & Product Development	
6	Oct 17	Introduction to Group Project & Finalizing Groups Midterm Exam Review	
	Oct 19	Midterm Exam	
7	Oct 24	Pricing Hospitality Distribution Channels	11 & 12
	Oct 26	•Case 15 – Company Case Spirit Airlines•	
8	Oct 31	Communication Mix: Advertising and Public Relations	13 & 14
	Nov 2	•Case 18 – Tropicana Fishing Lodge•	
9	Nov 7	Communication Mix: Promotion & Professional Sales	14 & 15
	Nov 9	•Case 23 – Elk Mountain Hotel•	
10	Nov 14	Direct, Online, Social, Mobile Marketing Destination Marketing	16 & 17
	Nov 16	Case 13 – The Bleeding Heart Restaurant	
11	Nov 21	The Marketing Plan – Part 1	18
	Nov 23	Assignment Review	
12	Nov 28	The Marketing Plan – Part 2	18
	Nov 30	Group Project Presentations & Assignments Due	
13	Dec 2	Final Exam Review	

Course Resources

Required Textbook:

Marketing for Hospitality and Tourism. 7th Edition. Boston: Pearson, ©2017
 Authors: Philip Kotler, John T. Bowen, James C. Makens, Seyhmus Baloglu. ISBN # 0134151925

Note: 6th Edition is also acceptable, and is available used at the bookstore, though it may be missing some of the case studies listed above, and will vary slightly in content.

Teaching and Learning Practices (*as appropriate*)

Lectures	Lectures focus on assigned readings from the text, and on marketing theory relevant to hospitality and tourism.
Seminars	<p>Seminars are primarily devoted to case studies as a method of applying the theories covered in the lectures.</p> <p>Students are responsible for placing a name card in front of them during seminars. Students who actively participate in lectures & seminars have a distinct academic advantage over those who do not. There will be very limited website posts regarding in-class or seminar discussions/content, and students will be expected to consult with their peers if they miss lectures. Any material discussed in class may appear on the final exam.</p> <p>At the first seminar we will go through the mechanics of the case method, and the requirements of case analysis. Subsequent seminars will be devoted to a series of cases.</p>

Course Policies

Grading Policies

Case Participation (20%) is based on class discussion, relevant contribution to the weekly case discussion, and/or CourseLink postings (1 mark/quality post or point). For the five numbered cases listed in BOLD on the Lecture/Seminar Outline, please submit a hard copy of the completed Case Overview at the beginning of the seminar for that week (3 marks/written case). Emailed assignments are accepted only if received before the seminar and in case the student cannot attend the class for illness or compassionate reasons (Please refer to the section on University Policies - Academic Consideration).

Attending lectures and seminars is required, but is not solely sufficient to earn a high participation grade. Students are expected to read assigned text chapters and cases each week, and come to class ready to discuss the material. 20% = 5 cases x 4 marks per case (1/post or point + 3/written case). Late submissions will be penalized (5% of grade).

Students can earn bonus participation marks for sharing an interesting and course-related topic (e.g. observation/video/paper/news/personal experience/idea) with the class on Mondays. In addition, on random lecture sessions students will have the opportunity to receive bonus marks for participating in small in-class activities (0.5 mark for each activity). Bonus marks will be added to midterm grades.

Midterm (20%) and Final (35%) exams are a combination of multiple choice, short answers and/or small cases. In accordance with University of Guelph exam policies and procedures, students are responsible for ensuring that they do not have a time conflict with examinations in other courses.

Group Project (25%) is a group report (4 to 5 people per group), to be submitted as a written document, and presented in class. The report should be typed in Times New Roman, 12-pt font, double-spaced and free of spelling and grammatical errors. The report should be approximately ten pages. Papers must be properly referenced using APA format. Up to 25% of the grade can be affected by an unprofessional presentation. The report is due December 2nd. Late submissions will be penalized (5% of grade per day late). See CourseLink for details.

Course Policy on Group Work:

Grades for the group project will be adjusted based on peer evaluation forms, to be submitted individually by each group member.

Course Policy regarding use of electronic devices and recording of lectures

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted 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.

University Policies

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: <http://www.uoguelph.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:

<http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

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@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#).

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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml>