

HTM*3080

Marketing in the Hospitality & Tourism Industry

Credit weight: 0.50

General Course Information

Instructor: HS Chris Choi

Email hwchoi@uoguelph.ca

Office Location MACS 304

Office Hours By appointment

Department/School School of Hospitality, Food and Tourism Management

TA TBA

Class Schedule:	Lecture - Tuesday	08:30AM - 09:50AM	MACS 121
	Seminars - Thursday	11:30AM - 12:50PM	MACS 121

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 completion of the course students will be able to understand the fundamental issues relating to:

Knowledge and Understanding:

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.

Discipline/Professional and Transferable Skills:

5. Gain knowledge of the challenges of setting strategy, and the process of marketing planning and management.
6. Be skilled at the application of marketing concepts within the hospitality and tourism industry.

Indicative Content

Week	Date	Theme	Chapter Readings
1	Jan 12	The Concept of Marketing	1 & 2
	Jan 14	Review case mechanics	
2	Jan 19	Role of Marketing in Strategic Planning The Marketing Environment	3 & 4
	Jan 21	Case 4 – The Excelsior Hotel	
3	Jan 26	Understanding Customer Behaviour (Guest lecturer – Shuyue Huang, PhD candidate)	6 & 7
	Jan 28	* Case 3 – Southwest Airlines *	
4	Feb 02	Segmentation, Targeting & Positioning	8
	Feb 04	* Case 18 – Starbucks: Just Who is the Starbucks Customer *	
5	Feb 09	Marketing Information Systems & Marketing Research Designing & Managing Products	5 & 9
	Feb 11	Introduction to Group Project & Finalizing Groups Exam Review	
Winter Break (Feb 15-19)			
6	Feb 23	Guest Speaker: Dr. Adam Weaver “The rise of the Chinese travel market	
	Feb 25	Midterm Exam	
7	Mar 01	Hospitality Distribution Channels	12
	Mar 03	*Case 24 – Tropicana Fishing Lodge*	
8	Mar 08	Communication Mix: Advertising & Public Relations	13 & 14
	Mar 10	*Case 30 – Elk Mountain Hotel*	
9	Mar 15	Communication Mix: Promotion & Professional Sales	14 & 15
	Mar 17	The Impact of the advanced ICT on the Hospitality Industry	
10	Mar 22	Direct & Online Marketing Pricing	16 & 11
	Mar 24	Assignment Review	
11	Mar 29	The Marketing Plan – Putting it all together!	18
	Mar 31	Group Project Presentations	
12	Apr 05	Group Project Presentations	
	Apr 07	Group Project Presentations, Assignments Due & Exam Review	

Submit your completed Case Template in seminar for these FIVE cases.

Course Assessment

			Associated Learning Outcomes	Due Date
Assessment 1:	20%	Case & In-class Participation (Individual)	1,2,3,6	Jan 28; Feb 04; Mar 03; Mar 10
Assessment 2:	25%	Midterm	1,2,3	Feb 25
Assessment 3:	25%	Group Project	1-6	Apr 07
Assessment 4:	30%	Final Exam	1- 6	Apr 21
Total	100%			

Teaching and Learning Practices

Lectures	Lectures focus on assigned readings from the text, and marketing theory relevant to hospitality and tourism.
Seminar	<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.</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>

Required Textbook

Kotler, P., Bowen, J.T., and Makens, J. C. (2014) *Marketing for Hospitality and Tourism*, 6th Ed. Boston: Pearson.

Course Policies

Grading Policies

Case Participation (16%) 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 in itself is not 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. 16% = 4 cases x 4 marks per case (1 mark for post + 3 marks for written case). Late submissions will be penalized (10% of grade each day).

Students can earn bonus participation mark for sharing an interesting and course-related topic (e.g. observation/video/paper/news/personal experience/idea) with the class on Tuesdays. 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.

One min. posting (4% - About 8 times): You will be asked to make the one minute posting at the end of each class

on your courselink (and actually takes several minutes). You will be asked to answer the following three questions:

1. What is the most significant thing you learned today?
2. What is one 'muddiest' point still remaining at the conclusion of today's class?
3. Possible exam questions (two) from the assigned chapters

Midterm (25%) and Final (30%) exams are a combination of multiple choice and short answer questions. 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. The final exam is NOT cumulative, and will focus on all topics covered post-midterm exam.

Group Project (25%) is a group report, 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. Body length should be approximately 10 to 12 pages. Papers must be properly referenced using APA style format. Up to 25% of the grade can be affected by an unprofessional presentation. The report is due April 07. Late submissions will be penalized (10% of grade per day late). See **CourseLink** for details.

In the second week of the course, you will form project teams on the basis of expressed student preferences. Teams will consist of about 4 to 5 students. Once you are assigned to a group project team, I expect you to stay in the course for the entire term.

Shortly after you are assigned to a group project team, you and your fellow group members will be required to develop a group contract (no more than 400 words) containing the "ground rules" for your team. In the group you work with, it is important to have some common goals and expectations that will guide your group's interaction. The more you know about your group members, what to expect of each other, and how to proceed, the better the group will perform and interact.

This will include, but not necessarily be limited to, the following group decisions: communication, decision making, emergencies, and changes. Especially, you need to include how potential intra-group conflict will be resolved (Problems in communication, differences of opinion, and other area of conflict). You **MUST** have an agreed-upon plan in place for identifying and attempting to resolve such intra-group issues. Think of me as "a higher court of appeals" in that regard! I will always be ready, willing and available to step in and help with any conflict resolution but **ONLY** as a FOLLOW-UP step to your first working within your group as stated in your contract to attempt to resolve any such problems! Submit your scanned group contract with all the members' signature by the end of Week 4 on the courselink. **A team failing to post their group contract will lose 15% of their final group project mark.**

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 March 11, 2016. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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