



# HTM\*3080 Marketing in the Hospitality & Tourism Industry Credit weight: 0.50

## General Course Information

**Instructor:** Anahita Khazaei  
*Email* akhazaei@uoguelph.ca  
*Office Location* MACS 308  
*Office Hours* By appointment  
*Department/School* School of Hospitality, Food and Tourism Management

**TA** TBD

**Class Schedule:**

|          |          |                   |          |
|----------|----------|-------------------|----------|
| Lecture  | Monday   | 8:30 am-9:50 am   | MCKN 116 |
| Seminars | Thursday | 11:30 am-12:50 pm | MACN118  |
|          | Thursday | 1:00-2:30 pm      | MACN118  |

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

## Course Description

Welcome to HTM 3080. 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 be able to:

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.

## Indicative Content

| Week | Date   | Theme   | Chapter Readings |
|------|--------|---|------------------|
| 1    | Sep 4  | Introduction  |                  |
|      | Sep 8  | The Concept of Marketing  | 1 & 2            |
| 2    | Sep 11 | Review case mechanics   |                  |
|      | Sep 15 | Role of Marketing in Strategic Planning & the Marketing Environment | 3 & 4            |
| 3    | Sep 18 | Case 4 – The Excelsior Hotel  |                  |
|      | Sep 22 | Understanding Customer Behaviour                                    | 6 & 7            |
| 4    | Sep 25 | <b>*Case 3 – Southwest Airlines*</b>                                |                  |
|      | Sep 29 | Segmentation, Targeting & Positioning                               | 8                |
| 5    | Oct 2  | <b>*Case 18 – Starbucks: Just Who is the Starbucks Customer*</b>    |                  |
|      | Oct 6  | Marketing Information Systems & Marketing Research                  | 5                |
| 6    | Oct 9  | Midterm Review  |                  |
|      | Oct 13 | <b>Holiday</b>  |                  |
| 7    | Oct 16 | <b>Midterm Exam</b>   |                  |
|      | Oct 20 | Designing & Managing Products<br>Hospitality Distribution Channels  | 9 & 12           |
| 8    | Oct 23 | <b>*Case 22 – World View Travel, Inc*</b>                           |                  |
|      | Oct 27 | Communication Mix: Advertising & Public Relations                   | 13 & 14          |
| 9    | Oct 30 | <b>*Case 30 – Elk Mountain Hotel*</b>                               |                  |
|      | Nov 3  | Communication Mix: Promotion & Professional Sales                   | 14 & 15          |
| 10   | Nov 6  | <b>*Case 33 – Enterprise Rent-A-Car: Selling the Dream*</b>         |                  |
|      | Nov 10 | Direct & Online Marketing   | 16               |
| 11   | Nov 13 | McDonald's Case   |                  |
|      | Nov 17 | Pricing   | 11               |
| 12   | Nov 20 | Assignment Review   |                  |
|      | Nov 24 | The Marketing Plan – Putting it all together!                       | 18               |
| 13   | Nov 27 | <b>Group Project Presentations &amp; Assignments Due</b>            |                  |
|      | Nov 28 | Final Review  |                  |

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

## Course Assessment

|                      |             |                                 | Associated Learning Outcomes | Due Date                             |
|----------------------|-------------|---------------------------------|------------------------------|--------------------------------------|
| <b>Assessment 1:</b> | 20%         | Case Participation (Individual) | 1,2,3,6                      | Sep 25; Oct 2; Oct 23; Oct 30; Nov 6 |
| <b>Assessment 2:</b> | 20%         | Midterm                         | 1,2,3                        | Oct 16                               |
| <b>Assessment 3:</b> | 25%         | Group Project                   | 1-6                          | Nov 27                               |
| <b>Assessment 4:</b> | 35%         | Final Exam                      | 1-6                          | Dec 1                                |
| <b>Total</b>         | <b>100%</b> |                                 |                              |                                      |

## Teaching and Learning Practices

|                 |   |
|-----------------|---|
| <b>Lectures</b> | Lectures focus on assigned readings from the text, and marketing theory relevant to hospitality and tourism.  |
| <b>Seminar</b>  | <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*, 6<sup>th</sup> Ed. Boston: Pearson.

## 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, students must submit a completed Case Overview at the beginning of the seminar for that week** (3 marks/written case). 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. 20% = 5 cases x 4 marks per case (1/post or point + 3/written case). Late submissions will be penalized (5% of grade).

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.

GroupProject (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. Body length 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 November 27. 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](mailto: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 October 31, 2014. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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