



**HTM 3080 Marketing in the Hospitality and Tourism Industry
Course Outline Winter 2014**

Class Schedule: Lecture Tuesday 8:30 am-9:50 am MINS B17
 Seminar Thursday 11:30-12:50 pm MINS B17

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 Office hours: Thursdays 1:30 – 3:00 pm

Course Overview:

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 Objectives:

1. To comprehend marketing as an active, decision-oriented process.
2. To develop an ordered and focused way of thinking about marketing problems and opportunities based on the discipline of marketing.
3. To gain knowledge of the challenges of setting strategy, and the process of marketing planning and management.
4. To be skilled at the application of marketing concepts within the hospitality and tourism industry.
5. To apply creativity as a component of reasoned and fact based decision making.

Required Textbook:

Shoemaker, Stowe, Robert C. Lewis and Peter C. Yesawich (2007), Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for Competitive Advantage, 4th Ed., Upper Saddle River, New Jersey, Pearson Prentice Hall.

Course structure:

This course consists of a combination of class lectures and case studies.

- Tuesday lectures focus on assigned readings from the text, and marketing theory relevant to hospitality and tourism.
- Thursday seminars are primarily devoted to case studies as a method of applying the theories covered in the lectures.
- Students are responsible for placing a name card in front of them during seminars.

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.

Course Evaluation:

Assignment	Due Date	Format	Value
Case Participation	All classes	Individual	20%
Midterm Exam	February 11	Individual	20 %
CRS Project	March 27	group report	25 %
Final Exam	April 12	Individual	35 %

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 (page 3), students must submit a completed Case Overview in 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)

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.

CRS 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. 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 March 27, 2013. Late submissions will be penalized (5% of grade per day late). See *CourseLink* for details.

HTM 3080 Winter 2014 Lecture/Seminar Outline

Week	Date	Theme	Chapter Readings
1	Jan 7	The Concept of Marketing	1 & 2
	Jan 9	Review case mechanics	
2	Jan 14	Customer Relationship Marketing	3 & 4
	Jan 16	Case 40 – The Chateau Frontenac	
3	Jan 21	Understanding Customer Behaviour	7 & 8
	Jan 23	*Case 44 – Yore Heroes Tap & Grill*	
4	Jan 28	Differentiation, Segmentation, Brand & Position	12 & 13
	Jan 30	*Case 21 – The Rideau Golf and Country Club*	
5	Feb 4	Competition & Research	10 & 11
	Feb 6	Midterm Review	
6	Feb 11	Midterm Exam	
	Feb 13	Group assignment/overview for CRS project	MACS 311A
WINTER BREAK			
7	Feb 25	Hospitality Distribution Systems	19
	Feb 27	*Case 55 – Western Eagle Hotels*	
8	Mar 4	Direct & Online Marketing	20
	Mar 6	*Case 46 – The Desert Palms Hotel and Casino*	
9	Mar 11	The Communications Mix: Advertising & Promotion	15 & 16
	Mar 13	*Case 56 – The Lodge at Pine Cove*	
10	Mar 18	Communications Mix: Merchandising; PR; & Selling	16 & 17
	Mar 20	Assignment Review	
11	Mar 25	The Pricing Mix	14
	Mar 27	CRS Project Presentations & Assignments Due	
12	Apr 1	The Marketing Plan – Putting it all together!	21
	Apr 3	Final Review	

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

Fastfacts: Collaborative Group Work is a resource available to you through the Learning Commons (<http://www.learningcommons.uoguelph.ca>)

Academic Regulations and Procedures:

It is your responsibility as a student to be aware of and to abide by University of Guelph regulations and procedures, as detailed in the academic calendars, at <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/>.

Regulations include the following:

Academic Misconduct

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

It is the responsibility of the University, its faculty, students and staff to be aware of what constitutes academic misconduct and to do as much as possible through establishment and use of policies and preventive procedures to limit the likelihood of offences occurring. Furthermore, individual members of the University community have the specific responsibility of initiating appropriate action in all instances where academic misconduct is believed to have taken place. This responsibility includes reporting such offences when they occur and making one's disapproval of such behaviour obvious.

Students should be aware that faculty have the right to use software to aid in the detection of plagiarism or copying, and to examine students orally on submitted work. For students found guilty of academic misconduct, serious penalties, up to and including suspension or expulsion, can be imposed.

Academic Performance

If students find their academic performance affected by medical, psychological or compassionate circumstances, they should inform the appropriate individuals (instructors, program counsellors, academic advisors) and follow the available procedures for academic consideration outlined in the University's calendars.

Class Attendance

Should a student need to miss a class lecture, seminar or examination for religious reasons, please advise the instructor in advance so that alternate arrangements can be made. Students are expected to attend all classes. Justifiable reasons for missing class includes illness (a doctor's certificate is required to substantiate illness), and any other such reason that has been discussed with and approved by the professor in advance of the absence, whenever possible.