



HTM-3080
Marketing in the Hospitality and Tourism Industry
Fall Semester, 2013



Professor: Dr. HS Chris Choi
Office: 304 McDonald Stewart Hall
Office Hours: by appointment

E-Mail: hwchoi@uoguelph.ca
Telephone: Office: 824-4120 ext. 53370
TA: Anahita khazaei

Class schedule

Lecture	Tuesday	8:30 am - 9:50 am	MACK 120
Seminar 01	Thursday	11:30 am -12:50 pm	MINS 103
Seminar 02	Thursday	1:00 - 2:20 pm	MINS 103

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:

- To comprehend marketing as an active, decision-oriented process.
- To develop an ordered and focused way of thinking about marketing problems and opportunities based on the discipline of marketing.
- To gain knowledge of the challenges of setting strategy, and the process of marketing planning and management.
- To be skilled at the application of marketing concepts within the hospitality and tourism industry.
- To apply creativity as a component of reasoned and fact based decision making.
- Design, implementation and monitoring of effective destination marketing communication strategies;
- The potential for visitor relationship management;
- Necessity of disaster response planning; and
- Destination marketing performance metrics

Course Materials and Resources:

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, guest speakers 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 Assessment

If at anytime you feel that you were unfairly evaluated for the work you have completed, you are encouraged to contest and actively seek feedback as to reasons for lost points.

Assignment	Due Date	Format	Value
Case Participation	All classes	Individual	20%
Midterm Exam	October 10	Individual	20%
CRS Project	November 19	group report	25%
Final Exam	Dec 3	Individual	35%

Class Evaluation

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 28, 2013. Late submissions will be penalized (5% of grade per day late). See *CourseLink* for details.