



## General Course Information

**Instructor:** Mauricio Martinez  
*Email* mmartine@uoguelph.ca  
*Office Location* TBA  
*Office Hours* TBA (or by appointment)  
*Department/School* Hospitality and Tourism Management

**TAs** Carrie Herzog  
*Email* chertzog@uoguelph.ca  
*Office Location* N/A  
*Office Hours* N/A

**Class Schedule:** LEC Mon 3:30-4:20 PM MACKN 115  
SEM Wed 3:30-5:20 PM MACKN 235  
SEM Thu 8:30-10:20 AM ROZH 108

**Pre-requisites:** HTM\*1000 or HTM\*2700

**Co-requisites:** N/A

## Course Description

This course is designed to enhance students' confidence and professionalism in the hospitality and tourism industry by improving their communication skills. The focus is primarily on writing, but also includes effective speaking and presentation skills. The assignments are based on hospitality and tourism issues.

## Course Learning Outcomes

Upon successfully completing this course, you will have engaged with the following learning outcomes:

### Knowledge and Understanding:

- 1) Understand and effectively utilize the structural components of written communication
- 2) Comprehend business communication as a process of career-long professional development

### Discipline/Professional and Transferable Skills:

- 3) Practice oral communication with a focus on audience engagement
- 4) Develop a professional profile through various forms of business writing

## Attitudes and Values:

5) Foster academic professionalism in both individual and collaborative learning

## Indicative Content

WEEK	LECTURE	SEMINAR
January 5 – 11	Introduction to course (no assigned reading)	Understanding yourself as a communicator <i>Coursepack 1-18</i> <i>Essentials 1-3</i>
January 12 -18 <b>*First Reflection Due* January 16</b>	Writing Business Messages <i>Essentials 4-16</i>	Twitter and the importance of the good sentence
January 19-25 <b>*Live Tweeting Exercise Due* January 23</b>	Crafting Coherent Paragraphs <i>Essentials 17-21</i>	Business applications of paragraphs and style <i>Coursepack 67-75</i>
January 26-February 1 <b>*Facebook Post Exercise Due* January 30</b>	Proposals and Blogs: Linking Ideas Together <i>Essentials 32-40</i> <i>Coursepack 19-23</i>	Refining your topic and area of expertise
February 2-8	The writing process from beginning to end <b><i>Essentials 74-87</i></b>	Sources and evidence <i>Coursepack 25-28</i>
February 9-15 <b>*Memo/Blog Post Due* February 13</b>	“Hi! My name is...” Welcome to Oral Communication <i>Coursepack 29-60</i>	Oral presentation strategies
February 16-22	<b>NO LECTURE THIS WEEK</b>	<b>NO SEMINAR THIS WEEK</b>
February 23-March 1 <b>*First Presentation*</b>	Negative messages and crisis communication <i>Essentials 60-73</i>	First Presentation
March 2-8 <b>*Crisis Statement Due* March 6</b>	Cover letters and employment <i>Essentials 88-110</i>	Workshop on cover letters <b><i>Coursepack 61-65 and sample cover letters</i></b>
March 9-15 <b>*Cover Letter Due* March 13</b>	Editing and Revising <i>Essentials 23-32</i>	Workshop on drafts and revising (bring in your draft report)
March 16-22 <b>*Report Due* March 20</b>	Build your personal brand with everyday business writing <b><i>Essentials 42-59</i></b>	Building and practicing meeting participation and informal presentation skills
March 23-29 <b>*Second Presentation*</b>	“Now you’re the expert!” Discussion on communication in Hospitality and Tourism (no assigned reading)	Second Presentation

<b>March 30 - April 3</b>	Discussion and Reflections on Professional identity in a changing world (no assigned reading)	Reflecting on your experience in the course (final reflection preparation)
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## Course Assessment

			<b>Associated Learning Outcomes</b>	<b>Due Date</b>
Assessment 1:	5%	<b>First Reflection</b>	1, 2	Jan 16
Assessment 2:	5%	<b>“Live Tweeting” Exercise</b>	1, 2, 4	Jan 23
Assessment 3:	5%	<b>“Facebook Post” Exercise</b>	1, 2, 4	Jan 30
Assessment 4:	10%	<b>Memo/Blog Post</b>	1, 2, 4	Feb 13
Assessment 5:	5%	<b>First Presentation</b>	3	Feb 26
Assessment 6:	5%	<b>Crisis Statement</b>	1, 2	Mar 6
Assessment 7:	5%	<b>Cover Letter</b>	1, 2, 4	Mar 13
Assessment 8:	20%	<b>Final Report</b>	1, 2, 4	Mar 20
Assessment 9:	10%	<b>Second Presentation</b>	3	Mar 26
Assessment 10:	10%	<b>Final Reflection</b>	1, 2	Apr 3
Assessment 11:	20%	<b>Participation and Professionalism</b>	5	Throughout
<b>Total</b>	<b>100%</b>			

## Teaching and Learning Practices

**Lectures** During lectures we will engage with readings and instructor-supplied content

**Seminars** During seminars students will be asked to engage with readings and instructor supplied content in small and large groups, conduct individual writing, drafting, editing exercises, and oral

communication exercises.

## Course Resources

### Required Texts:

Bovee, Thill, Scribner, *Business Communication Essentials* (Custom Edition for the University of Guelph)

Flaherty, *HTM\*2010 Hospitality and Tourism Business Communications* (Coursepack).

## Course Policies

### Grading Policies

All assignments are to be submitted **via Dropbox on Courselink**. The late penalty for all assignments submitted past 11:59 PM on the due date will be **%10 per day (weekends included)**. **No material for this course will be accepted more than one week past the final due date.**

**Note regarding credit for this course:** In order to receive credit for HTM\*2010, students must complete the oral communication components of the course

### 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 **Friday March 5**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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