

HTM*3080
Marketing Strategy for Hospitality Managers
W [0.5 Credits]

General Course Information

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| Instructor: | Josh Gonzales |
| <i>Email</i> | jgonza10@uoguelph.ca |
| <i>Office Location</i> | Online via Teams |
| <i>Office Hours</i> | By appointment |
| <i>Department/School</i> | School of Hospitality, Food & Tourism Management |

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| Class Schedule: | Lectures: Monday 4:00 – 5:20PM, MCKN 115 |
| | Seminars: Wednesday. 2:30 – 3:50PM, MCKN 115 (SECTION 1) 4:00 – 5:20PM, ROZH 108 (SECTION 2) |

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| Pre-requisites: | 9.00 credits including MCS*1000, (HTM*2010 or MCS*2000) - Must be completed prior to taking this course. |
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Course Description

This course focuses on major marketing decisions that hospitality managers face in generating and sustaining demand for their products and services through creating value for and establishing strong relationships with their customers. Course content covers key elements of strategic marketing including, segmentation and target marketing, positioning and branding, pricing, promotions, personal selling, and distribution system decisions within the context of the hospitality and tourism industry.

Course Learning Outcomes

This course covers the key elements of the marketing strategic planning process. The four broad areas include: 1. Performing the situation analysis which includes an assessment of the external environment, industry structure, markets and competitors, and the internal structure and assessment of an organization. From this analysis, potential customer needs are identified, and these needs are matched up with the core competencies of the organization; 2. Setting the Marketing Objectives; 3. Developing the Marketing Strategies which includes selecting target markets, positioning, and the selections of the social media zones and vehicles. 4. The implementation and control of the marketing

plan process which includes action plans for all marketing mix elements, responsibility, timeline, budgets, and measurement and control.

Upon successfully completing this course, you will:

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.

Knowledge and Understanding:

Students will gain a common language and understanding of the marketing, key marketing concepts and theories. Students will learn key processes for analysing an organization and its key influencing factors. Students should be able to apply this knowledge and understanding in their future Tourism and Hospitality careers.

Discipline/Professional and Transferable Skills:

Students will develop essential skills for application in their professional life. In particular, students in this class will be provided with a tool box of skills which would include: research methods; how to participate as an active and effective team member; how to build an effective team; how to give and receive feedback; how to set priorities and manage timelines; and how to perform an organizational assessment of strengths, weaknesses, opportunities, and threats. Furthermore, students will be exposed to personal and business ethical principles as well as be provided with a process on how to think and resolve ethical issues in the workplace.

Attitudes and Values

The mission of the School is to “Develop Leaders for a Sustainable World”. This is to be accomplished by “providing a transformational learning environment that encourages critical reflection, personal growth, community engagement and global awareness, in addition to promoting comprehensive understanding of both traditional and emerging themes in service marketing. In this class and throughout your time at this University we will foster social and ethical responsibility and prepare graduates for leadership roles that will improve the effectiveness of their organizations and the well-being of people in Canada and around the world.” While this class will create the environment to foster and promote this mission, the attitude of the student in the program is paramount to success. Students must take an active interest in their education. This will involve full participation in all learning activities. Students will not be ‘spoon fed’ ideas and concepts but will be forced to actively engage in research and problem solving. Students are encouraged to ask questions, to think outside the box, to debate issues, challenge concepts, and to be provocative in their thinking in an effort to keep an open dialogue which will lead to their greater knowledge and understanding. Students are expected in this pursuit of knowledge to embrace diversity, encourage other students to engage in the dialogue, be respectful at all times, and recognize that both failures and successes provide excellent learning opportunities.

Summary of Course Content and Materials

| <u>Dates</u> | <u>Topic</u> | <u>Readings</u> |
|--------------|---|-----------------|
| SEPT 11 | Welcome and Review Course Information | |
| SEPT 13 | Creating Customer Value and Engagement Through Marketing for Hospitality and Tourism | Chapter 1 |
| SEPT 18 | Service Marketing Concepts | Chapter 2 |
| SEPT 20 | Online, Social Media, and Mobile Marketing | Chapter 16 |
| SEPT 25 | Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships | Chapter 3 |
| SEPT 27 | Analysing the Marketing Environment | Chapter 4 |
| OCT 2 | Midterm 1 Chapters 1-4, 16 | |
| OCT 4 | Social Media Plan Due Guest Speaker | |
| OCT 9 | Fall Break – NO CLASSES SCHEDULED | |
| OCT 11 | Introduction to Final Group Project | |
| OCT 16 | Guest Speaker | |
| OCT 18 | Managing Customer Information to Gain Customer Insights | Chapter 5 |
| OCT 23 | Consumer Markets and Consumer Buying Behaviour | Chapter 6 |
| OCT 25 | Group - Market Assessment Due Group - Discussion and Review | |

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| OCT 30 | Consumer-Driven Marketing Strategy: Creating Value for Target Customers | Chapter 8 |
| NOV 1 | Designing & Managing Products and Brands | Chapter 9 |
| NOV 6 | Pricing: Understanding Customer Value | Chapter 11 |
| NOV 8 | Distribution Channels and Customer Value | Chapter 12 |
| NOV 13 | Midterm 2 Chapters 5, 6, 8, 9, 11, 12 | |
| NOV 15 | Guest Speaker | |
| NOV 20 | Industry Interview Due | |
| NOV 22 | Group Project Work Session + Q&A | |
| NOV 27 | Group Project Work Session + Q&A | |
| NOV 29 | Group - Final Presentations | |
| DEC 1 | Group - Final Reports Due | |

Course Assessment

| | | | Learning Outcomes | Due Date |
|----------------------|-----|----------------------------|--------------------------|-----------------|
| Assessment 1: | 25% | Midterm 1 | LO 1 – 3 | OCT 2 |
| Assessment 2: | 5% | Social Media Plan | LO 1 – 7 | OCT 4 |
| Assessment 3: | 5% | Group - Market Assessment | LO 1 – 7 | OCT 25 |
| Assessment 4: | 25% | Midterm | LO 1 – 3 | NOV 13 |
| Assessment 5: | 10% | Industry Interview | LO 1 – 7 | NOV 20 |
| Assessment 6: | 10% | Group - Final Presentation | LO 1 – 7 | NOV 29 |
| Assessment 7: | 20% | Group - Final Report | LO 1 – 7 | DEC 1 |

Total **100%**

Course Resources

Required Text:

Kotler, P., Bowen, J. T., Makens, J.C., Bagoglu, S. (2021) *Marketing for Hospitality and Tourism*, 8th Ed., Pearson
ISBN 10: 0-13-520984-6 ISBN 13: 978-0-13-520984-4

Other Resources:

CourseLink (courselink.uoguelph.ca) is THE source for all things related to HTM 3080—assignment descriptions, news, discussion boards, course notes, electronic drop boxes, grades, etc.

Course Policies

1. Late and Missed Assignments:

The CourseLink DropBox timestamp will be the sole arbitrator to determine whether an assignment is late or not. DropBox is set up so that you can submit early drafts of work—only the last one submitted will be graded—but all submissions will be saved. Submit early and submit often to avoid late penalties. Unless you have discussed an extension well ahead of the due date, late penalties of 5%/earned grade/day (including weekends) will be assigned. Extensions will only be granted on the basis of extenuating circumstances.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

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

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving to a new house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to plan for your assessment if appropriate.

2. Turnitin.com:

In this course, we will be using Turnitin, integrated with the CourseLink Dropbox tool, to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to maintain academic integrity at the University of Guelph.

ALL submitted assignments will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com site.

A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing academic misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports (like the Originality Report) that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.

3. Document Format:

All written documents must be in Adobe's Portable Document Format (PDF). You can create your document using Microsoft Word, Apple's Pages, Google Docs, etc., but the final submission must be in PDF.

4. Technology Policy:

Technology-related issues will NOT be considered grounds for an extension to assignment deadlines or a reason to forgive a penalty for late or wrong format submissions. You need to ensure you plan for potential technology challenges or issues. 'No internet access' is NOT grounds for a late submission. To ensure that you do not lose your work, I strongly recommend that you back up your assignments, use Google Docs, One Drive, shared dropboxes, email, etc.

5. Group Work Policy and Peer Evaluation:

Work submitted by a team of students will be allocated one grade. Therefore, teams must work together to ensure that their submission is representative of the entire team. If plagiarism is detected through Turnitin the entire team will be held responsible for the misconduct and will be penalized accordingly. Make sure that once your document is complete that it flows as one document and that there is no plagiarism within the document.

Student Effort Evaluation (SEE)

This peer evaluation form will be available on Courselink and assess each individual's efforts on the report/project, with a maximum of 100%. All of these scores will be averaged and then multiplied by the grade. For example, if your overall effort is 60% and the report receives an 8.5/10, your grade is $60\% \times 8.5 = 5.1/10$. Student Effort Evaluations will be handed in SEPARATELY from the report. *If you believe that all team members deserve 100% of the grade, then do *not* hand in a SEE. If you have difficulty working with your group members during the semester, you are encouraged to attempt to resolve these issues within the group. As a last resort, you should meet the instructor by appointment (do not use email for this purpose).

6. Communication

All e-mail communication sent from students to instructors, and from students to staff, must originate from the student's own U of Guelph e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from a U of Guelph account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

Please READ the Course Outline and/or assignment instructions and/or Courselink Discussions before sending out an e-mail. Start the subject line of your email with HTM 3080; makes it easy to sort out your requests from other emails.

Announcements, grades, lecture slides, information on exams and other course materials will be posted on to COURSELINK. Any changes and critical information will be posted on COURSELINK. You are responsible for making yourself aware of any changes made to the course by checking COURSELINK daily.

7. Examination Policy:

Missing a midterm will automatically result in a grade of zero for that midterm. If you are forced to miss a midterm, the weight for that test will be moved to the other two midterm exams.

8. Course Modification Warning:

The instructor and university reserve the right to modify elements of the course during the term. The University may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the

students will be given with an explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her U of Guelph email and course website on COURSELINK daily during the term and to note any changes.

9. Course Policy regarding the use of electronic devices and recording of lectures:

Electronic recording—electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted (e.g., in the case of a CSD student) 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.

Do not copy or share any course material on non-University of Guelph websites or social media. Copy or share only after obtaining written permission.

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:

<https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml>

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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: <https://wellness.uoguelph.ca/accessibility/>

Equity, Diversity, and Inclusion Statement

At the Lang School of Business and Economics, we are committed to developing leaders with a social conscience, an environmental sensibility, and a commitment to their communities. A core tenet within this vision is that diversity is a strength with which we can experience greater connection and understanding.

As such, we affirm the importance and shared responsibility of our students, faculty, and staff creating and promoting equity and inclusion within our learning spaces. Creating these kinds of learning cultures is a process, not a destination; it requires ongoing willingness on the part of each person to thoughtfully and critically listen, unlearn, learn, and engage as they are exposed to a multitude of perspectives and lived experiences. We encourage dialogues between students and instructors to address and advance opportunities for fostering greater diversity and inclusion in the learning environment. Openness to conversations with each other enables us to reflect and grow as we learn from one another respectfully and holistically.

As a department that is training the professionals of the future, we expect our learning spaces to abide by all institutional policies and guidelines, in particular those outlined by the Office of Diversity and Human Rights and the [University of Guelph Human Rights Policy](#). Discrimination and harassment, as defined by our policies, will not be tolerated. Individuals should inform the appropriate party as per University policies if they experience any such behaviours.

Course Evaluation Information

Please refer to the [Course and Instructor Evaluation Website](#)

Guidelines Around COVID

Ongoing health situations remain fluid. The University of Guelph sets the protocols and guidelines that must be followed by staff, students, faculty, and visitors. Please be sure that you have reviewed all information relating to COVID protocols and any other health-related restrictions for face-to-face interaction in class and on campus. Any changes made by the University once the course has started will be also shared through our CourseLink announcements and email.

Please remember that we are community members within the class and on campus. If you are experiencing symptoms of illness, it is always best to remain at home and connect with your peer team.

A couple of quick links:

COVID Information for Students:

<https://www.uoguelph.ca/covid19/covid-info-for-students>

UofG Wellness Centre:

<https://wellness.uoguelph.ca/>


Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is **December 1, 2023**. For regulations and procedures for Dropping Courses, see the Academic Calendar:

<https://www.uoguelph.ca/registrar/calendars/graduate/current/>

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| Date Submitted to Chair: | |
| Chair Signature (Approval): |  |
| Date Approved by Chair: | August 29, 2023 |