

HTM*3080
Marketing Strategy for Hospitality Managers
F [0.5 credit]

General Course Information

Instructor:	Lianne Foti
<i>Email</i>	foti@uoguelph.ca
<i>Office Location</i>	MACS 303
<i>Office Hours</i>	Mondays 3:00pm-4:00pm and Tuesdays 4:00pm-5:00pm and by appointment.
<i>Department/School</i>	School of Hospitality, Food & Tourism Management
<i>Teaching Assistant</i>	Lin Li
<i>Email</i>	Li25@uoguelph.ca

Class Schedule: Mondays 1:00PM-2:20PM, MACS, Room 121
Tuesdays 8:30PM-9:50AM, MCLN, Room 107

Pre-requisites: HTM*2010, MCS*1000

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 4 broad buckets 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 facilitate and lead a meeting, 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.



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Indicative Content

<u>Dates</u>	<u>Topic</u>	<u>Readings</u>
Sept. 09/19	Introduction -Marketing for Hospitality and Tourism	Chapter 1
Sept. 10/19	Service Characteristics of Hospitality & Tourism Marketing	Chapter 2
Sept. 16/19	The Role of Marketing in Strategic Planning	Chapter 3
Sept. 17/19	The Marketing Environment	Chapter 4
Sept. 23/19	Managing Customer Information to Gain Insights	Chapter 5
Sept. 24/19	Consumer Markets and Consumer Buying Behaviour	Chapter 6
Sept. 30/19	Midterm	
Oct. 01/19	Guest Speaker	
Oct. 07/19	Consumer-Driven Marketing Strategy: Creating Value	Chapter 8
Oct. 08/19	Designing & Managing Products and Brands	Chapter 9
Oct. 14/19	Holiday -NO CLASSES SCHEDULED	
Oct. 15/19	Fall Study Break -NO CLASSES SCHEDULED	
Oct. 21/19	Pricing: Understanding Customer Value	Chapter 11
Oct. 22/19	Group Presentation	
Oct. 28/19	Distribution Channels and Customer Value	Chapter 12
Oct. 29/19	Group Presentation	
Nov. 04/19	Engaging Customers & Communicating Customer Value	Chapter 13
Nov. 05/19	Public Relations and Sales Promotions / Case Workshop	Chapter 14
Nov. 11/19	Professional Sales	Chapter 15
Nov. 12/19	Chapter Review -Case Reports Due	
Nov. 18/19	Midterm	
Nov. 19/19	Workshop Session for Group Project	
Nov. 25/19	Group Final Presentations	
Nov. 26/19	Group Final Presentations	
Nov. 28/19	Group Project Presentations	
Nov. 29/19	Guest Speaker -Group Paper Due	

Course Assessment

			Learning Outcomes	Date
Assessment 1:	20%	Midterm 1	1, 2, 3	Sept. 30/19
Assessment 2:	8%	Group Presentation	1 – 7	Oct. 22/19 Oct. 29/19
Assessment 3:	8%	Case Report	1, 2, 3, 6.	Nov. 12/19
Assessment 4:	25%	Midterm 2	1,2,3.	Nov. 18/19
Assessment 5:	14%	Group Final Presentation	1 – 7 . .	Nov. 25/19 Nov. 26/19 Nov. 28/19
Assessment 6:	25%	Group Paper	1 – 7	Nov. 29/19
Total	100%			

Course Resources

Required Texts:

Kotler, P., Bowen, J. T., Makens, J.C., Bagoglu, S. (2017) *Marketing for Hospitality and Tourism, 7th Ed.*, Pearson ISBN 10: 0-13-415192-5

ISBN 13:978-0-13-415192-2

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 Policy:

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. Individual seminar prep work submitted after the deadline will receive a grade of zero (0), no exceptions. Group work not submitted at the end of seminar will also receive a grade of zero (0), no exceptions. Component Culminating Project submissions which are late will be assessed at a 5% penalty each day and will receive 100% penalty after 3 days. Component Culminating Project submissions submitted after 24 hours from the deadline is assessed a 100% penalty (i.e., it receives a grade of zero). The CourseLink DropBox will send out an automated acknowledgement e-mail that the work has been successfully uploaded. The large penalties for late submissions are necessary to ensure all team members are contributing to group work. If one team member misses a 'individual seminar prep' deadline, then the work of the entire team is compromised. Furthermore, group submissions at the end of each seminar are essential to ensure that the seminar time is used productively. DropBox is the ONLY place for documents; do not e-mail them to your professor.

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. There is a cost to the instructor in terms of time lost downloading an incorrectly formatted document and attempting to make sense of it. PDF documents always work all the time—no issues with fonts, formatting, etc.

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. The availability of free internet in many places as well



as the ability to Hot spot phones makes this excuse non-valid. I strongly recommend that you back up your work, use google docs, shared dropboxes, email, etc...to ensure that you do not lose your work. During presentations, I strongly recommend you pre-test the technology (including sound etc...). There will be NO extra time to resolve technical difficulties. Always plan for a technical challenge, by coming to class early to test your technology and by having a back-up plan in case your audio visual does not work. There are many times in business where the technology is not working; when you only have one chance the show must go on!

No academic consideration will be given for technology-related issues. Please note that these policies are binding unless academic consideration is given to an individual student.

5. Course Policy on Group Work:

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 (at Guelph this also entails a visit to the Dean's office). Make sure that once your document is complete that it flows as one document and that there is no plagiarism within the document. When grading, the group submission should be a cohesive (not a cut and paste of various different parts from different individuals). All members of the team get a grade for the final document; there are not different grades for different parts. The only time that a student will be graded separate from the team is in the case of on-going free-riding behaviours identified by others in your group through the group assessment process. This assessment by team members can be easily verified by the 'quality of the individual seminar preparation' work uploaded to the drop box in advance of the seminar. It is often the case that a team member is unaware of how their behaviour affects their teammates, as such the team has an opportunity to complete a group assessment four times throughout the semester. After each evaluation teams will meet and discuss key issues and develop an action plan which will be signed by all team members. Therefore, team members have an opportunity to improve their performance, in which case no marks will be deducted.

6. Communication

I will be available for a meeting via appointment.

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 an 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. Often the answer is already found therein! 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. Check COURSELINK daily. Any changes and critical



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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. A consideration for missed exams will only be given in the case of illness or emergency reasons. Such excuses as prior personal travel plans and extra-curricular commitments are not legitimate reasons. If you were ill, you must get Verification of Illness Form (the only acceptable document), with approval you may write a deferred midterm exam. There will be a single deferred exam at the end of the term which is CUMULATIVE that applies to students who missed either one or both midterm exams due to legitimate reasons such as illness or emergency. The illness form must be obtained the day of the exam and submitted within 3 days of the exam. This remedy is a privilege and not a right. No additional assignments or work will be assigned to improve the marks. Students will receive a mark of zero on a missed test without the Verification of Illness Form. The midterm exam schedule has been set and will not be changed.

Electronic devices—including electronic dictionaries—are NOT permitted in exams. The only exception is a standard (i.e. non-programmable) calculator.

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 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 use of electronic devices and recording of lectures:

Electronic devices—phones, tablets, laptops: you may bring and use your device in class. However, I reserve the right to ask you to put away your laptop if I find it to be distracting to myself, yourself, or your peers.

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.

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



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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 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/>

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, November 29, 2019. For regulations and procedures for Dropping Courses, see the Academic Calendar:

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



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