

CLASS NUMBER AND NAME:

TOTAL HOURS/ UNITS:

24 HOURS/2 UNITS

PREREQUISITES:

NONE

TEXTS AND MATERIALS:

MKTG, South-Western, ISBN 9781305631823
10th edition

CLASS DESCRIPTION:

This class provides useful tips, checklists, and creative ideas of successful hospitality marketing practices. The students will also discuss customer service, developing a marketing plan, marketing budgets and marketing and the law.

CLASS OBJECTIVES:

This class provides an overview of the world of marketing including Social Networking, Customer Relationship Management and Sales Promotion and Personal Selling

CLASS FORMAT OVERVIEW:

This class is a combination of lecture and student participation.

REQUIREMENTS:

Time spent in preparation for or reflection on course lecture will approximate two hours outside of class for each lecture credit hour utilized by the instructor in delivery of the material and ¼ hour outside of class for each hour of structured lab time.

METHOD OF INSTRUCTION:

Each topic will be discussed thoroughly and will be supplemented with written materials. Class work and homework will be assigned to engage the student.

ATTENDANCE:

It is expected that each student will be in class when class begins. Should the student arrive more than five minutes late they should notify the instructor of their presence, it will be up to the instructor to decide if the student has arrived in time to be counted as present- the instructor's decision is final.

80% attendance is mandatory
90% or above is mandatory for those who are in a full program and qualify for the internship

It will be the student's responsibility to learn of any assignments given in class when absent.

TESTING:

A final exam will be given during the sixth week of the module. All assignments and exercises must be satisfactorily completed with an overall passing grade of 60% or better in order to pass the class.

LATE TESTING:

A late test will result in a 10% penalty (tests start with a B). All retakes and tests must be rescheduled with the instructor in a timely manner.

GRADING POLICIES:

Complete all assignments with at least 60% accuracy.

The students will participate in a minimum of 90% of in-class group assignments.

The final grade is computed on:

- | | |
|---------------------------------|-----|
| 1. Exam | 30% |
| 2. Assignments | 50% |
| 3. Attendance and participation | 20% |

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

ANTICIPATED LEARNING OUTCOMES:

Upon completing this course, the student will be able to:

1. Demonstrate an understanding of marketing, strategic planning for competitive advantage, ethics and social responsibility
2. Demonstrate an understanding consumer decision making.
3. Demonstrate an understanding segmenting and targeting markets.
4. Demonstrate an understanding of applying key marketing methodologies in: sales, market research, customer service, advertising, public relations, promotions, data base marketing, electronic marketing, packaging, collateral materials, understanding rates and fares, pricing strategies and revenue maximization.
5. Demonstrate an understanding of sales promotion and personal selling.
6. Demonstrate an understanding of customer relationship marketing and social media and marketing.

Tourism, Hospitality and Wine
Marketing class schedule

Week	Reading Chapters	Internet	Class discussions	Homework
One	Part One 1 – 4	www.ehotelier.com www.wiredhotelier.com www.rdxglobal.com/#!wp-video-lightbox/0/ www.maritzresearch.com	*Overview of Marketing *Strategic Planning for Competitive Advantage *Ethics and Social Responsibility *The Marketing Environment	Reading Chapter reviews: 1, 2, 3, 4 Coursemate
Two	Part Two 6 - 9	www.hysyndicate.org www.library.customerservicezone.com/Customer_Service_-_Hospitality_Industry/	*Consumer Decision Making *Business Marketing *Segmenting & Targeting Markets *Decision Support Systems & Marketing Research	Reading Chapter reviews: 6, 7, 8, 9 Coursemate
Three	Part Three 12 Part Four 13, 15	www.google.com www.hospitalitynet.org	*Services & Nonprofit Organization Marketing *Marketing Channels *Supply Chan Management	Reading Chapter reviews: 12, 13, 15 Coursemate
Four	Part Five 16 - 18	www.cendyn.com	*Promotional Planning for Competitive Advantage *Advertising & Public Relations *Sales Promotion & Personal Selling	Reading Chapter reviews: 16, 17, 18 Coursemate
Five	Part Six 19 - 20		*Pricing Concepts *Setting the Right Price	Reading Chapter reviews: 19, 20 Coursemate
Six	Part Seven 21 - 22		*CRM *Social Media & Marketing	Reading Chapter reviews: 21, 22 Coursemate

Please note, this is just a suggested class schedule. Guest speakers and/or site inspections will be scheduled based on availability and class schedule will be adjusted accordingly. Minimal to no class time is allotted to complete the online assignments. Students are encouraged to use effective time management to complete all online assignments. **Ear buds are required to listen to online assignments.**