

Course Syllabus
HOST 258 - Hospitality Marketing

Fall 2013

Wednesdays and Fridays 10:00 am to 12:05 pm – 'Ōlapa 116

Professor Dave P. Evans PhD, CHE - 'Ōlapa 120

Office Hours:

Wednesday 1:00 pm to 2:00 pm and Thursday 1:00 pm to 2:00 pm

(or by appointment)

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Textbook:

Marketing for Hospitality & Tourism

Philip Kotler, John Bowen & James Makens

2014 by Pearson Education • 6th edition

Course Description

HOST 258 is a study of modern marketing techniques and concepts for the hospitality industry, including human factors, consumer demand, and planning.

Upon successful completion of this course, the student should be able to:

- Explain what marketing is; the unique nature of marketing with the manufacturing of service as the product of Hospitality and Tourism; and why marketing should be viewed as a philosophy not just a business function.
- Illustrate best practices of organizations within Hospitality and Tourism that demonstrate effective strategies to address the challenges of producing service as a product
- Select relevant trends in the macro-environments that are influencing the strategic directions of organizations within Hospitality and Tourism
- Create a marketing research plan, including defining the problem and research objective, implementing the plan, and interpreting and reporting findings
- Distinguish the major characteristics affecting consumer behavior, and apply some of the specific cultural, social, personal, and psychological factors that influence consumers in promotional initiatives.
- Distinguish the major group markets that comprise the Hospitality and Tourism industry and assess the positive attributes of each market
- Differentiate the various strategies to used segment markets; select specific markets based on the appraisal of the appropriate targeting strategies; and, apply the best positioning strategy that would provide a competitive advantage
- Differentiate the various strategies used to segment markets; select specific markets based on the appraisal of the appropriate targeting strategies; and, apply the best positioning strategy that would provide a competitive advantage
- Detect the key aspects and conditions that define successful hospitality and tourism brands
- Calculate the price elasticity of demand and assess the level of quality and brand strength associated with the various services and products in the hospitality and tourism industry
- Calculate pricing for services and products in hospitality and tourism based on generally accepted industry pricing approaches
- Compose a channel of distribution that would include the appropriate marketing intermediaries to connect/distribute hospitality and tourism services to the customer

- Distinguish effective strategies in advertising, including creating goals, objectives and budgets; creating the advertising message; selecting advertising media, and evaluating advertising effectiveness
- Design a comprehensive public relations effort that involves the various public relations activities: press relations, product publicity, corporate communications, lobbying, counseling, and crisis management
- Elaborate on the various strategies and steps for the effective representation and selling of service products in the hospitality and tourism industry: prospecting, qualifying, presenting, overcoming objections, closing and follow through
- Illustrate how hospitality and tourism organizations have responded to the internet and other technologies with databases, direct and online marketing strategies

With the successful completion of this course, these course competencies contribute to the achievement of the following program student learning outcomes (SLOs):

- SLO # 1** Use knowledge and skills associated with problem solving, creative and critical thinking, reflection and decision making to function effectively in the classroom, community, and industry
- SLO # 3** Demonstrate leadership and teamwork to achieve common goals
- SLO # 5** Communicate effectively and confidently in the classroom, community, and industry
- SLO # 6** Demonstrate knowledge of multicultural perspectives to meet the needs of guests and employees
- SLO # 7** Lead with the knowledge that the foundation of tourism is based on the respect of the host culture with the responsibility to perpetuate the unique values, traditions, and practices of that place.

Grading Criteria and Point Scorecard - Keep your points throughout the semester

#of Activities	Activity	Points Each	Total
4	Progress Tests	50	200
	Progress Test 1		
	Progress Test 2		
	Progress Test 3		
	Progress Test 4		
	Total Progress Tests		
3	Group Marketing Presentations	25	75
	Presentation 1		
	Presentation 2		
	Presentation 3		
	Total Group Presentations		
	Attendance	25	
	Participation	25	
1	Final Exam	100	100
	Total Final Exam		
	Total Points Earned (425 possible)		
	Divide your total points by 425 and multiply by 100 for your %		

Grade	Points	Percentage
A	385.5 - 425	90% - 100%
B	340 – 382	80% - 89%
C	297.5 - 339	70% - 79%
D	255 - 297	60% - 69%
F	254 and below	59% and below

Class Assignments and Schedule

Date	Chap.	Topic/Assignment	Pages
8/28	Syllabus	Course Overview, Team Assignments, Introductions & Ground Rules	
		Part One: Overview of Hospitality Marketing	
8/30	1	Introduction: Marketing for Hospitality and Tourism	3 - 14, & 15 - 19
9/4	1	Introduction: Marketing for Hospitality and Tourism	3 - 14, & 15 - 19
9/6	2	Service Characteristics of Hospitality and Tourism Marketing	35 - 41
9/11	4	The Marketing Environment	89 -93 & 96 - 107
9/13	4	The Marketing Environment	89 -93 & 96 - 107
9/18	1,2,4	Progress Test One	
		Part Two: Defining and Understanding the <u>Consumer</u>	
9/20	5	Marketing Information Systems & Marketing Research	119 - 150
9/25	6	Consumer Markets and Consumer Buying Behavior	157 - 171
9/27	7	Organizational Buyer Behavior of Group Market	185-189 & 191-199
10/2		Presentation One: 3 groups	
10/4		Presentation One: 2 groups	
10/9	8	Market Segmentation, Targeting, and Positioning	207 - 231
10/11	8	Market Segmentation, Targeting, and Positioning	207 - 231
10/16	5,6,7,8	Progress Test Two	
		Part Three: Defining and Delivering the <u>Product</u>	
10/18	9	Designing and Managing Products	237-252 & 261-266
10/23	10 & 2	Internal Marketing; Managing Capacity and Demand	(10) 273-292 (2) 45-54
10/25	11	Pricing Products: Pricing Considerations, Approaches and Strategy	297 - 308 & 311-323
10/30	11	Pricing Products: Pricing Considerations, Approaches and Strategy	297 - 308 & 311-323
11/1	9,10,11,2	Progress Test Three	
		Part Four: Creating and Implementing the <u>Promotion</u>	
11/6		Presentation Two: 2 Groups	
11/8		Presentation Two: 3 Groups	
11/13	12	Distribution Channels	333 - 350
11/15	13	Promoting Products: Communication and Promotion Policy and Advertising	361-364, 368-372, 376-380 & 392-395
11/20	14	Promoting Products: Public Relations and Sales Promotions	403 - 416
11/22	15	Professional Sales	431-446 & 455-460
11/27	16	Direct and Online Marketing: Building Customer Relationships	471 - 496

12/4		<i>Presentation Three: 3 Groups</i>	
12/6		<i>Presentation Three: 2 Groups</i>	
12/11	12,13,14, 15,16	Progress Test Four - Final Exam Review (optional)	
Dec. 18 Weds.		Final Exam – ‘Ōlapa 116 10:00 am to Noon (To be taken as scheduled – plan your travel accordingly)	All Chapters

Student Responsibilities

Classroom Etiquette:

In school and in the classroom, you are practicing professionals and in an effort to simulate the real world of working in the hospitality and tourism industry, we expect you to follow certain conduct and etiquette guidelines. Consider class as if you were in a business meeting with your bosses and colleagues. As in the real world, inappropriate behavior in the classroom is a reflection of you and will not be tolerated. These behaviors include, but are not limited to: texting, emailing, searching the web, smoking (actual cigarettes or cigarette-like devices), the use of cell or smart phones, and any disruptive behavior. While it might be necessary on occasion to leave the classroom during proceedings, you should do so in a respectful way that minimizes the disruption to the presenter and the participants. If you really have more pressing, important matters to attend to, then do so away from the classroom.

Attendance:

Attendance will count towards your overall points. Roll will be called at the beginning of each class. In order to earn credit for attendance **you must also be on time**. If you are not present by the time roll is called you will be considered absent

You are expected to be engaged in a considerable amount of teamwork throughout this class. While it is always your choice to attend class or not, remember, this is your education. By choosing to be in class you commit to be participative and respectful.

If a student misses a class, the responsibility for the missed material(s) lies solely with the student. The instructor will not provide a “review” of the missed lecture, this includes and handouts or presentation notes.

Participation:

This class is intended to be very interactive in nature. Students are expected to participate and contribute to the success of the class and in-class activities. The instructor will assess your level of participation at the end of the semester that will count towards your final grade. Students will be furnished a Rubric Matrix that will define participation expectations.

Laulima Web Site:

As an additional resource for this class, the Laulima web site (<http://laulima.hawaii.edu>) will provide you with access to course material. Via this web site, announcements will be made and you will be notified via your hawaii.edu email addresses. Please make it a point to regularly check your hawaii.edu email accounts and take the time to visit the Laulima site to prepare for class. Under the “resource” heading for this class you will find: handouts, assignments, grading criteria, test reviews and power point presentations. It is strongly suggested that you save and print out a version of the power point and bring it to class prior to our discussion on that chapter.

Exams:

All students are to take special notice of the exam dates on this syllabus. No make-up exams will be given with the exception of these cases: 1) a medical emergency involving yourself that requires the services of a medical professional; 2) a death in your immediate family; 3) a serious illness that requires a visit to a Doctor.

It is your responsibility to contact me prior to the exam or as soon as possible to let me know of the situation and to furnish proper documentation. Should I determine a make-up exam is permissible, it is your responsibility to take the exam prior to the next class period or as soon as possible as agreed upon between you and me.

The use of any electronic devices is prohibited during exams including translation dictionaries. Should a calculator be required one will be provided for you

Academic Integrity:

Kapi`olani Community College has a strict code of conduct on academic dishonesty. Academic dishonesty cannot be condoned by the College. Dishonestly included cheating and plagiarism; it is a violation of the Student Conduct Code and may result in expulsion from the College.

Cheating includes but is not limited too giving unauthorized help during an examination, obtaining unauthorized information about an examination before it is administered, using inappropriate sources of information during an examination, altering the record of any grades, altering answers after an examination has been submitted, falsifying any official UH record, and misrepresenting the facts in order to obtain exemptions from course requirements.

Any student caught cheating will receive a failing grade for the course and the matter will be referred to the Dean of Students where further action may lead to expulsion from the College.

Disappear Policy:

Students who have ceased to attend class and who do not officially withdraw from the class are considered to have "disappeared," and will receive a permanent "F" if they do not officially withdraw from the class by the deadline. Students who have stopped attending classes must first obtain the Add/Drop from by Ilima 102, then meet with one of the following before processing the form at Ilima 102:

1. Your instructor or,
2. Dave Evans, Department Chairperson in Olapa 120 or
3. Sheryl Fuchino - Nishida, Department Counselor in Olapa 121.

Students with Disabilities:

Extended time in a distraction-free environment for exams is an appropriate accommodation based on the student's disability. If you do have a disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact the Special Student Services Office, 724-9552, Ilima 103 for assistance.

Group Marketing Presentation

In order to get the most out of this course, and to create an opportunity for some hands-on application of the principles that we will be discussing in the class work, this class is designed with an ongoing group marketing plan project.

Basically, each group will research and study actual companies and practices of what they do in the various areas of defining their marketing plan. Your research will coincide with the material and the textbook as we progress in the class. More specific details will be furnished on the various sections as we move along in the course. You will be given class time to meet in your groups and time away from class to conduct your research. Please note that in addition to this class/lab time, additional time will need to be done to complete the project. The information and the material you gather will be presented in class using Power Point software and other visual/media aids. While this isn't really a written assignment, you will turn in copies of material you have collected and a printed version of your Power Point presentation. More details of the project format will be furnished later.

- ✓ Groups will be randomly assigned.
- ✓ Your success will be dependant on your ability to work as a team.
- ✓ Your grade will depend on your groups ability to apply the concepts illustrated in the text and the class and to find and show examples of those concepts.
- ✓ Your presentation will be based on content as well your use of visual aids and other techniques to get your message across and generate excitement.
- ✓ You will have the chance as individuals with in your group to grade fellow members. The total points you receive will be based on how many points you earn as a group and the percentage of your contribution to the group.
e.g. your group earns 80 points in the presentation and your teammates feel you only did 50% of your share. The points you earn will be 40 points (50% of the 80 point total)
- ✓ Each presentations will be 30 minutes long and each member should have an opportunity present a specific portion.
- ✓ You will be evaluated on your presentation by your fellow classmates though this will not effect your score.
- ✓ If you do not attend on a day that another group is presenting you will be penalized 10 points.
- ✓ Some class time maybe available for group meetings but you must plan to meet on your own.
- ✓ Presentation dates will be listed on the syllabus.

Student Information

Name: _____

Contact #: _____

Email address: _____

Organization (s) currently working with: _____

Number of hours worked per week (average): _____

Finish this sentence. "I learn best in a class that...

_____."

Student Agreement to Terms and Conditions of Class

I, _____, have read the syllabus presented for HOST 258, Hospitality Marketing and understand the expectations, terms, conditions and policies as set forth. I agree to abide by these expectations, terms, conditions and policies.

Signature: _____ Date: _____