Marketing for Hospitality and Tourism
Course Syllabus

COURSE TITLE
Marketing for Hospitality and Tourism

COURSE NUMBER
HFT 2500 (11150)

PREREQUISITES
None

CREDIT HOURS
3

CONTACT HOURS
45

CLASS MEETING TIMES
Virtual Campus/Online Course: No Meeting Times
This course is designed as an online course and therefore there are no on-campus meeting dates required. A student may access the course on the first day of class at: http://online.fkcc.edu. If the student has difficulty in logging in to the course or the student does not see the course listed, contact the Office of Distance Learning helpline at 305-809-3177 or e-mail to D2lhelp@fkcc.edu for assistance.

Synchronous Office Hours-Check the Announcement section of the course for synchronous office hour times.

Announcements-Weekly Announcements from the instructor will be posted on the announcements page. To access click on "Announcements" under Course Tools.

INSTRUCTOR
Dr. Michelle Choate
Office # C221
Phone: 305-809-3202
Mobile Office: 828-329-2157

OFFICE HOURS
Mondays 8-9:30 am, Tuesdays 11:30-3:00, Wednesdays 8-9:30 am, Thursdays 11:30-3:00 and by appointment.

COURSE DESCRIPTION
Students develop actual marketing campaign for business within hospitality industry. Emphasis on (a) analysis of market, competition and product, (b) planning financial budget and (c) developing short-term and long-range strategies to achieve desired profit through effective advertising, sales and public relations plan.

COURSE OBJECTIVES
Upon completion of the course, the student will be able to demonstrate knowledge of the following topics: 1) understand the hospitality and tourism marketing process, 2) develop hospitality and tourism marketing opportunities & strategies 3) developing the hospitality and tourism mix 4) manage hospitality and tourism marketing 5) understand how social media impacts marking in the hospitality business.
---|---
PUBLISHER | Pearson
AUTHORS | Nykiel
ISBN | 9780133118391

ALHEI CERTIFICATION | Students who complete this course are eligible to sit for the American Hotel & Lodging Educational Institute’s Hospitality Marketing Certification Exam. This exam must be completed on campus or in a proctored environment. The date of the exam will be provided. Students who wish to take the exam must purchase the textbook bundled with the official exam scantron answer sheet.

**PROPOSED COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Textbook Chapters--Topics</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 26-Sep 6</td>
<td>Chapter 1 - Understanding the Hospitality Industry&lt;br&gt;Chapter 2 – Marketing Segmentation and the Hospitality Industry&lt;br&gt;Chapter 3 – Positioning In Line with Consumer Preferences</td>
<td>Virtual Coffee Shop Introduction&lt;br&gt;Current Event Discussion&lt;br&gt;Quiz&lt;br&gt;Due 9/6 11:55pm</td>
</tr>
<tr>
<td>Sep 7-20</td>
<td>Chapter 4 – The Channels of Distribution&lt;br&gt;Chapter 5 – Consumers and Marketing in Perspective&lt;br&gt;Chapter 6 - Applying Key Marketing Methodologies: Marketing Research</td>
<td>Current Event Discussion Due 7/13&lt;br&gt;Assignment 1&lt;br&gt;Quiz&lt;br&gt;Due 9/20 11:55 pm</td>
</tr>
<tr>
<td>Sep 21-Oct 4</td>
<td>Test 1 (Chapters 1-6)&lt;br&gt;Chapter 7 – Applying Key Marketing Methodologies: Sales&lt;br&gt;Chapter 8 – Applying Key Marketing Methodologies: Customer Service&lt;br&gt;Chapter 9 - Applying Key Marketing Methodologies: Advertising</td>
<td>Test 1 Opens 9/20, Closes 9/27 11:55pm&lt;br&gt;Current Event Discussion due 9/27&lt;br&gt;Assignment 2&lt;br&gt;Quiz Due 10/4 11:55pm</td>
</tr>
<tr>
<td>Oct 5-18</td>
<td>Chapter 10 – Applying Key Marketing Methodologies: Public Relations&lt;br&gt;Chapter 8 – Applying Key Marketing Methodologies: Promotions&lt;br&gt;Chapter 12 – Applying Key Marketing Methodologies: Packaging&lt;br&gt;Chapter 13 - Applying Key Marketing Methodologies: Collateral Materials and promotional Support</td>
<td>Current Event Discussion Due 10/11 11:55 pm&lt;br&gt;Assignment 3&lt;br&gt;Quiz&lt;br&gt;Due 10/18 11:55 pm</td>
</tr>
</tbody>
</table>

Please note: The course schedule is subject to change to meet the needs of the course and its students. If you miss a class, it is YOUR responsibility to stay current.
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Assignments</th>
<th>Course Dates</th>
<th>Additional Information</th>
</tr>
</thead>
</table>
| Oct 19-Nov 1 | Test 2 (Chapters 7-13) | Chapter 14 – Technology and Marketing in Perspective  
Chapter 15 – Applying Key Marketing Methodologies: Database Marketing Consumer Behavior  
Chapter 16 – Applying Key Marketing Methodologies: Electronic Marketing | Test 2 Opens Oct 25, Closes Oct 31  
Current Event Discussion Due 10/25 11:55pm  
Assignment 4 Quiz Due 11/1 11:55pm |
| Nov 2-15 | Chapter 17 – Applying Key Marketing Methodologies: Understanding Rates and Fares  
Chapter 18 - Applying Key Marketing Methodologies: Pricing Strategies  
Chapter 19 – Applying Key Marketing Methodologies: Revenue Maximization | Test 3 Opens Nov 8, Closes Nov 15 11:55 pm |
| Nov 16-29 | Chapter 20 – Practical Ways to Maximize Marketing  
Chapter 21 - The Marketing Budget  
Chapter 22 – The Hotel/Unit Marketing Plan | Current Event Discussion Due 11/8 11:55pm  
Assignment 5 Quiz Due 11/8 11:55pm |
| Nov 30-Dec 16 | Chapter 23 – The Corporate/Multi-Unit Marketing Plan  
Chapter 24 – Marketing and the Law  
Chapter 25 - Marketing, Research, and Operations  
Chapter 26 – The New Paradigm  
Test 4 Chapters 14-17 Certification Exam – Must be taken on campus or in an approved Proctored setting | Quiz 12/13/15 11:55 pm  
Test 4 Opens Dec 6, Closes Dec 13 11:55 pm  
Date TBA |

**Approx. Weight** | **Student Grade Determination** | **FKCC Grading Scale** |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>4 Exams</td>
<td>90-100% A</td>
</tr>
<tr>
<td>15%</td>
<td>10 Online Quizzes</td>
<td>80-89% B</td>
</tr>
<tr>
<td>25%</td>
<td>Assignments/Class Participation/ Online Forum/Discussions</td>
<td>70-79% C</td>
</tr>
<tr>
<td><strong>100 %</strong></td>
<td>Final Grade</td>
<td>60-69% D</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Below 60% F</td>
</tr>
</tbody>
</table>

**Quality of Work Expectations**

A: Completion of an assignment or participation in class, in a timely manner, of a quality and level of insight that far exceeds average expectations

B: Completion of an assignment or participation in class, in a timely manner, of a quality and level of insight that exceeds average expectations

C: Completion of an assignment or participation in class, in a timely and acceptable manner

D: Submission of an assignment or participation in class that does not meet all requirements or whose quality does not meet the standards of college level work
Task Completion Policy
As a rule, Dr. Choate does not accept late work. Exceptions are rare and will be granted at the discretion of the instructor. Tests will not normally be rescheduled. Exceptions will be granted only in extreme circumstances. There are times when a student is simply unable to complete an assignment on time. As the saying goes, “Life Happens.” In recognition of this, each student will be allowed to drop the lowest discussion grade and the lowest quiz grade. Exams may not be dropped.

Exam Policy
- Each exam will be given online.
- Makeup exams may be offered to students with emergencies, but only if they can provide acceptable documentation of the emergency (e.g., hospital admits slip, etc.). The instructor reserves the right to change the format of any makeup exams (e.g., to essay questions).
- The final exam cannot be made up for any reason.

Reading Assignments and Homework
1. This class covers a lot of material and there are some concepts that may be difficult to grasp. Experience has shown that students who are successful in this class generally have study time totals on the higher of the scale.
2. Few students do well in this course if they are spending fewer than 5 or 6 hours studying every week. If you do not have a strong background in this subject, you study time will almost certainly need to be on the higher end of the scale if you want to earn a good grade.

Communications: The online format of this class puts a premium on communications. The prime responsibility for timely communications rests with you - the student. This course will utilize the following methods:

DISCUSSION FORUMS: Most weeks under the discussion tab, there will be a question to which the students are to post a response during the week. The student must click on the “respond” button immediately after the question. The student is to make appropriate comments; for maximum credit the student is to respond to at least one other student’s response that week. The student should also check to see who has responded to their comments and respond to this person if it is appropriate to do so. These responses are also to be thought revealing – they are more than “I agree” or “I disagree.” The student is expected to provide quality insight citing and documenting references, in order to demonstrate an understanding of the weekly topic and provide original thought in the posts. Cutting and pasting from the text, websites, or providing a response with limited substance will receive a significantly reduced grade. As with all activities in this class, quality counts and the postings need to add value to the discussion.

In addition, most questions about class policies and subject matter should be posted in the discussion forum to allow the entire class to benefit from the question and the answer. There will often be important information published to the class via the Announcements section, such as changes in due dates, exam information, etc. The student is responsible for all information published here.

Occasionally, time-sensitive announcements will be posted in the Announcements section. The student should log on to D2L 3-4 times each week to check for time-sensitive messages. Before the student posts a question, look through the Discussion Board. That same question may have already been asked and answered.

EMAIL: The email utility within D2L should not be used for personal items that are not appropriate to share with the entire class. This e-mail uses the student’s FKCC e-mail account.

What can the student expect from your instructor?
The instructor will log into D2L and check for messages at least once per day, including weekends and holidays. If the student has an urgent message for the instructor, do not post the same message both on a Discussion Forum and in an email. Doing both will waste the students time and will not result in the instructor getting the message any faster.
the instructor expects to be out of contact for more than a couple of days, they will inform the class via the Announcement section...

Important Note: If the instructor has not responded to a student email or voicemail message by the end of the day after the student left the message, the student should assume that the instructor did not receive it and leave another message.

Logging Off From D2L

In order to better serve our faculty and students, all D2L users should click the “Logout” link when completing online course work. By logging off instead of just closing the internet browser window, D2L server space is freed and system performance is optimized. In addition, logging off will more accurately record each student’s time logged into the online course?

Class Participation

Class participation is a combination of discussions and online assignments. The online discussion component is defined as posting a minimum number of substantial, separate, and distinct messages to the various Discussion Forums. These discussion board messages must be posted before the deadlines in the Course Calendar to count toward the student’s participation grade.

For the purposes of this class, a substantial online posting must:

1. Provide a good explanation of a concept or concepts related to the material discussed in the forum, or give a good example of how a concept can be applied, or provide an insightful response to a previous post.
2. Be factually correct. The post should help your classmates, and yourself, learn the material.
3. Be at least 150 words in length. Messages that do not meet this length requirement will earn only a small amount of partial credit.
4. Have acceptable spelling and grammar. Although this is not a writing class, this is College. Students should get into the habit of writing complete sentences that are grammatically correct. Take advantage of the spell check feature in D2L.
5. Do your own work. Do not plagiarize from any source (internet, textbook, etc) as the body of your post. Study the concept, and then express it in the student’s own words. Make certain to cite and document references.

Other key points:

1. Only messages that meet all of the requirements of a substantial post listed above will earn full credit for participation.
2. It is acceptable (and encouraged!) for more than one student to respond to the same message. The best way to be sure you understand a topic is to try to explain it to someone else.
3. Please use the discussion forums to ask all of the questions you have about the class material. The instructor wants students to ask a lot of questions, and these questions will contribute to the class participation grade.
4. Off-topic messages will not count toward the participation grade.
5. If the final average is on the borderline between two letter grades, active participation (posting several messages to each forum, on average) will work to the student’s advantage as the instructor decides which of the two letter grades the student has earned.
6. Messages must have content that contributes to the discussion. Messages that contain a few words and merely say “I agree with you” or something similar will not earn any credit.
7. These participation points are the easiest part of the grade to earn, and also the easiest to forget to do. Don’t forget!

8. Copying and pasting from any source, even if the student cites the source, is not acceptable. The should study the source document and paraphrase what they learned when typing a message.

**To earn 100% on the discussion portion of the class participation grade, the student must do the following by the dates published in the Course Calendar:**

1. Post an introductory message to the class in the Introductions forum.
2. Post one substantial message in each discussion forum at any time during the week in which that forum is scheduled. (If two forums are scheduled during the same week, then one message must be posted in each forum.)
3. Some extra credit will be given for substantial messages that are posted no later than Wednesday of the week they are due. This is to encourage students to post early in the week, which will help generate a better class discussion within each forum.
4. If no substantial messages are posted on time in a forum, it will not be possible to earn 100% for that forum. A small number of messages that are not substantial but do say more than “I agree” or “Good Post!” and are more than 1 or 2 sentences in length will earn some part credit, but not very much.

**Academic Honesty & Plagiarism**

- Students are expected to respect and uphold the standards of honesty in submitting written work to instructors. Though occurring in many forms, plagiarism in essence involves the presentation of another person’s work as if it were the work of the presenter.
- Any cheating or plagiarism will result in disciplinary action to be determined by the instructor based on the severity and nature of the offense. It is the student’s responsibility to review the College’s policy on Academic Honesty.

**Special Needs**

- If you have any special needs or requirements pertaining to this course, please discuss them with the instructor early in the term.
- If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify the Office for Students with Disabilities at 305-809-3269 via email at: suzy.park@fkcc.edu or the course instructor immediately.
- Reasonable efforts will be made to accommodate your special needs.

**Copyright Notice**

The materials and content provided in this course is intended only for registered Florida Keys Community College students who have paid their tuition and fees to attend this course. Materials that are affected include, but are not limited to, text, still images, audio recordings, video recordings, simulations, animations, diagrams, charts, and graphs. Every effort has been made to insure these materials are not disseminated to anyone beyond those who have legally registered for this course. Download, revision, or distribution of course material with anyone other than registered classmates and the instructor is strictly prohibited.

Students are expected to familiarize themselves with FKCC Policies, which can be found in the current Student Handbook.

**Class Contract**

The Class Contract assignment is my method of ensuring you know what you should expect from me, and what I expect from you. By returning the Class Contract to me, you are acknowledging that you:

a. Understand the policies detailed in this Syllabus.
b. Understand the expectations and due dates listed in the Course Calendar and Assessment Measures.
c. Understand that you will be held accountable to the standards published in this document.
d. The Class Contract must be submitted via the dropbox by the date published in the Course Calendar and Assessment Measures.

By signing my name I acknowledge the above.

Print Name: _________________________________ Date: _________________

Signature: ____________________________________________