Course Description

Study of marketing as one of the most exciting and complex functions of a hospitality and tourism manager. Combines knowledge of the market's behavior, a tailored product-service mix, and appropriate sales techniques to demonstrate that the marketing function represents one of the operation's best chances for success.

Course Textbook


Course Learning Objectives

Upon completion of this course, students should be able to:

1. Explain the functions of hospitality marketing.
2. Distinguish between the concepts of marketing and selling.
3. Outline how marketing plans are developed.
4. Explain marketing segmentation and positioning in hospitality management.
5. Define sales forecasting.
6. Identify ethical issues surrounding marketing research and information systems.
8. Categorize and evaluate promotional campaigns.
9. Delineate the factors that affect revenue management.
10. Formulate reasons for the growth in hospitality services and the marketing of these services.
11. Describe philosophies for managing the quality of services.
12. List external and internal influences on consumer behavior.
13. Explain the relationship between market segmentation and the development of marketing strategies.
14. Describe the new product development process.
15. Identify the relationship between resource allocation models and the product life cycle.
16. Explain how channel distribution systems can affect customer value.
17. Define the attributes and scope of electronic commerce.
18. Evaluate an advertising campaign.
19. List sales roles in the hospitality industry.
20. Outline the role of printed menus in foodservice marketing.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Objectives:** Each unit contains learning objectives that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Summaries:** Each unit contains an overview, or summary, of the information to be covered.
3. **Reading Assignments:** Each unit contains reading assignments from one or more chapters from the textbook.
4. **Supplemental Reading:** are PDF presentations that correspond with each chapter reading; many class members, in particular visual learners, find this audio/visual material helpful in understanding the concepts in the unit.

5. **Key Terms:** Key terms are intended to guide students in their course of study. Students should pay particular attention to key terms as they represent important concepts within the unit material and reading.

6. **Discussion Boards:** Discussion Boards are a part of all CSU term courses. Information and specifications regarding these assignments are provided in the Academic Policies listed in the Course Menu bar.

a. **Assessments:** This course contains seven unit assessments which are composed of ten multiple-choice and two written response questions. Unit VII also includes one Marketing Plan Task.

7. **Final Marketing Plan:** You will create your final destination marketing plan from the work you will have done in Units II-VII and submit it as an assignment in Unit VIII (rather than in an assessment as you will have done for Units II-VII). Details and instructions can be found below.

8. **Ask the Professor:** This communication forum provides you with an opportunity to ask your professor general or course content related questions.

9. **Student Break Room:** This communication forum allows for casual conversation with your classmates.

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**Marketing Plan**

Your final project for this course is to write a Marketing Plan for a destination you choose to a market you also identify. The final draft of the Marketing Plan will be submitted as the Final Marketing Project (UNIT VIII). In the assessments for Unit II to Unit VII, you will be creating a draft of the various sections of the Marketing Plan. Starting with page 171 in your textbook you will find an outline and further details on each section:

The following is the basic outline for the Unit II to Unit VII drafts. BE SURE TO CITE YOUR SOURCES AND PROVIDE A REFERENCE LIST FOR EACH SECTION AND THE FINAL REPORT.

- UNIT II: Destination and Market identification, analysis and explanation of your self-selected destination you will be marketing along with your self-selected target market for your destination.
- Unit III: Market Summary of your destination and target market
- Unit IV: SWOT analysis, an examination of your competition environment and a cataloging of the primary product-service mix
- Unit V: Marketing Strategy
- Unit VI: Sales and Financial Forecast
- UNIT VII: Controls

Be sure to read the instructions for each Marketing Plan Task. If you have any questions, contact your course professor.

For Unit VIII, you will complete and submit your destination marketing plan that you have been working on since Unit II.

Follow these steps to success:

A. Take the sections of the marketing plan that you wrote in Units II-VII and assemble them into one document. Be sure you follow the framework from pages 171-173 of the textbook and title each section accordingly.

B. Read over what you have assembled, and make corrections to assure consistency and logical development. For example, if you have decided to print a brochure as one of your marketing strategies, make sure there is money in your budget for that purpose.

C. Write an Executive Summary of one page or less that provides an overview of the entire plan you have just assembled.

D. Add a title page and reference page following APA format.

E. In a well written, 1-2 page appendix document, analyze and evaluate your Final Marketing Plan. You have been writing your marketing plan in sections while learning the content. Since you now have digested the material for the course, analyze and evaluate your marketing plan. What are pieces that are missing related to your destination and market? What sections should be augmented based upon your increased knowledge? What content is well developed? A well written self evaluation is part of the process. So what is necessary is an objective view of your work.

F. Review your marketing plan once more for effectiveness and quality of writing. All of the hospitality businesses in your destination will benefit from a strong destination marketing plan.

G. Submit your plan.
Point breakdown

Parts A-D = 80 points  
Part E = 20 points  
Total = 100 points

To submit your completed Final Marketing Plan, upload it using the "View/Complete" link located in Unit VIII. **Do not e-mail your paper directly to your professor.** By uploading through Blackboard, your university record will automatically be updated to indicate you have submitted your assignment, and it will be provided to your professor for grading.

**APA Guidelines**

CSU requires that students use the APA style for papers and projects. Therefore, the APA rules for formatting, quoting, paraphrasing, citing, and listing of sources are to be followed. A document titled “APA Guidelines Summary” is available for you to download from the APA Guide Link, found in the Learning Resources area of the myCSU Student Portal. It may also be accessed from the Student Resources link on the Course Menu. This document provides links to several internet sites that provide comprehensive information on APA formatting, including examples and sample papers.

**CSU Grading Rubric for Papers/Projects**

The course papers will be graded based on the CSU Grading Rubric for all types of papers. In addition, all papers will be submitted for electronic evaluation to rule out plagiarism. Course projects will contain project specific grading criteria defined in the project directions. To view the rubric, click the Academic Policies link on the Course Menu, or by accessing the CSU Grading Rubric link, found in the Learning Resources area of the myCSU Student Portal.

**Communication Forums**

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

*Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.*

**Ask the Professor**

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

**Student Break Room**

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.
Grading

Discussion Boards (8 @ 2%) = 16%
Unit Assessments (7 @ 10.5%) = 73.5%
Final Marketing Plan = 10.5%
Total = 100%

Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
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## Unit I: Introduction to Hospitality Marketing

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<tr>
<td>Chapter 1: The Functions of Marketing</td>
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<td>Chapter 2: Introduction to Hospitality Services Marketing</td>
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### Notes/Goals:

## Unit II: Understanding and Targeting Hospitality Consumers

<table>
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<tr>
<td>Chapter 3: Understanding the Behavior of Hospitality Consumers</td>
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<td>Chapter 4: Market Segmentation and Positioning</td>
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<th>BHM 4680, Marketing for Hospitality and Tourism</th>
<th>Course Schedule</th>
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<tbody>
<tr>
<td><strong>Unit III</strong></td>
<td><strong>Marketing Planning and Information</strong></td>
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<td><strong>Review:</strong></td>
<td>□ Unit Lesson Guide</td>
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| **Read:** | □ Chapter 5: Developing a Marketing Plan  
□ Chapter 6: Information Systems for Marketing Decisions  
**Supplemental Reading**  
□ Chapter 5 PDF  
□ Chapter 6 PDF |
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| **Notes/Goals:** | |
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| **Unit IV** | **Product-Service Mix** |
| **Review:** | □ Unit Lesson Guide |
| **Read:** | □ Chapter 7: Developing New Products and Services  
□ Chapter 8: Managing Products and Services  
**Supplemental Reading**  
□ Chapter 7 PDF  
□ Chapter 8 PDF |
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<tr>
<th>Unit V</th>
<th>Distribution Strategies</th>
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<tbody>
<tr>
<td>Review: □ Unit Lesson Guide</td>
<td></td>
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</table>
| Read: □ Chapter 9: Marketing Channels  
□ Chapter 10: Electronic Commerce  
**Supplemental Reading**  
□ Chapter 9 PDF  
□ Chapter 10 PDF |
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<thead>
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<th>Unit VI</th>
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<td>Review: □ Unit Lesson Guide</td>
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| Read: □ Chapter 11: Promotion and Advertising  
□ Chapter 12: Advertising and Media Planning  
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□ Chapter 12 PDF |
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Notes/Goals:
# Course Schedule

## Unit VII - Sales Promotions, Merchandising, and Public Relations

### Review:
- Unit Lesson Guide

### Read:
- Chapter 13: Sales Promotions, Merchandising, and Public Relations
- Chapter 14: Personal Selling
  - Supplemental Reading
- Chapter 13 PDF
- Chapter 14 PDF

### Discuss:
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- Assessment by Tuesday, Midnight (Central Time)

## Unit VIII - Pricing Strategy and Destination Marketing

### Review:
- Unit Lesson Guide

### Read:
- Chapter 15: Pricing Strategy
- Chapter 16: Destination Marketing
  - Supplemental Reading
- Chapter 15 PDF
- Chapter 16 PDF

### Discuss:
- Discussion Board Response: Submit your response to the Discussion Board question by Saturday, Midnight (Central Time)
- Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, Midnight (Central Time)

### Submit:
- Final Marketing Plan by Tuesday, Midnight (Central Time)

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