

FOR 475: Hospitality and Tourism Marketing Syllabus

Oregon State University – Cascades Campus

INSTRUCTOR

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Office Hours: TBD
Feel free to arrange other times by appointment

COURSE DESCRIPTION

This course will help you appreciate, develop, and manage marketing in the hospitality and travel industry sectors. The course will introduce basic concepts and skills in tourism marketing, and will address differences between tourism and other industries. Students will learn how marketing managers can position their products or destinations to capture customers.

COURSE PRE-REQUISITES

There are no pre-requisites for this course, but it is recommended that students take GEOG 212 Tourism and Recreation and BA 223 Marketing Principles as preparation.

INSTRUCTIONAL OBJECTIVES

By the end of the term, students will be able to:

- Describe the core principles of marketing
- Describe the unique marketing approaches required in the service industry
- Discuss the benefits of a systematic marketing approach
- Explain the decision process that customers use
- Analyze market opportunities using research and analysis
- Explain key marketing strategies, e.g., market segmentation, 4Ps, positioning, alliances
- Describe the importance of partnerships
- Understand the importance of relationship marketing
- Explain and define packaging and programming, and
- Develop a marketing plan

REQUIRED MATERIALS AND/OR READINGS

This course will use readings from:

Morrison, A.M. 2002. *Hospitality and Travel Marketing* (3rd Edition). Delmar Thomson Publishing.

In addition, we will make extensive use of the Internet for class assignments.

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STUDENTS WITH DISABILITIES

Students with documented disabilities who may need special accommodation, who have any emergency medical information the instructor should know of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible – and no later than the first week of the term. If alternative testing is needed, the student should make the request at least one week in advance of the test. Students seeking accommodation should be registered with the Office of Services for Students with Disabilities.

ACADEMIC DISHONESTY AND CONDUCT

This course conforms to the Oregon State University Administrative Rules Relating to Student Conduct. Put simply, you are expected to do your own work. For those of you who need more guidance, the following comes from OSU documents:

Academic Integrity – students are expected to be honest and ethical in their academic work.

Academic dishonesty is defined as an intentional act of deception in one of the following areas:

- cheating: use or attempted use of unauthorized materials, information or study aids
- fabrication: falsification or invention of any information
- assisting: helping another commit an act of academic dishonesty
- tampering: altering or interfering with evaluation instruments and documents
- plagiarism: representing the words or ideas of another person as one's own.

Example: you must write your own report and term paper in your own words. “Cutting and pasting” blocks of text from other sources is considered plagiarism. Of course, you may quote from source material, but the quote must be brief (usually less than a paragraph), enclosed within quotation marks, and correctly cited in the text and in the reference section. Please ask in advance if you are uncertain regarding the appropriate use of material from other sources.

COURSE GRADING

1. Midterm (25% of grade). The midterm is an hour-long exam that will be given in week 6 of the course. This exam, and the final, will assess the extent to which instructional objectives have been met.

2. Final Exam (30% of grade) The final is an hour-long exam that will be given during the final exam week. This exam may be either comprehensive or focus on the second half of the course, depending on the results of the midterm.

3. Project (30% of grade). For this assignment, you will design a marketing plan and implementation steps for marketing the City of Bend. Depending on the class size, this will be a group or individual assignment. Each group will make a 20-minute oral presentation of their results to the class during the 10th week. Each member within the group must present a portion of the project. Any audio video hardware available in the class can be used for the presentation. **The project is to design a marketing plan that will increase the number of tourists that visit Bend.** Details like timing, advertising type, collateral, implementation methods, suggested results, etc should be discussed. Each group has an annual budget of \$200,000 for non-labor, non-space costs, i.e. for the marketing plan implementation.

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4. Class participation/homework (15% of grade). You are expected to participate in class discussion – of the instructor's lectures, of class assignments, of guest lectures, and of student presentations. Students who attend class and demonstrate achievement of the learning objectives through informed discussion will be allocated the full 15%. Points will be deducted for students who miss classes or do not engage in informed discussion.

Your grade will be comprised of the following requirements:

Requirement	Portion of grade (%)
Exams	55
Project	30
Class participation	15
Total	100

LITERATURE SOURCES

The project should utilize the available literature and discussions with professionals in the field. Some of the course material is treated in the academic journal literature, but you will also need to utilize books, agency reports, periodicals (magazines and newspapers), and other sources. The instructor will work with you to identify relevant material for your topic.

WRITING AND REFERENCING

For guidance on writing, refer to the paper or web versions of *The Elements of Style* by William Strunk, Jr. (<http://www.bartleby.com/141/>), material on the OSU Writing Intensive Curriculum (WIC) web site (http://wic.oregonstate.edu/wic_stdnt_writ_help.html), and/or other sources.

The APA (American Psychological Association) format must be used for referencing. The APA publication manual is on reserve in the OSU-Cascades/COCC library. Tips are also available at the OSU WIC site above.

RESOURCES FOR ORAL PRESENTATIONS

Some resources that may help your oral presentation skills are:

- A Guide to Effective Oral Presentations: The 4 S's. Adapted from: David Whetton and Kim Cameron (<http://www.stern.nyu.edu/~wstarbuc/mob/presents.html>) and
- Effective Presentations by Jeff Radel (<http://www.kumc.edu/SAH/OTEd/jradel/effective.html>).

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COURSE CONTENT

The following chapters are from Morrison (2002).

Chapter	Discussion
1	Jan 6
2&3	Jan 8
4	Jan 13
5	Jan 15
6	Jan 20
7	Jan 22*
8	Jan 27
9	Jan 29
10	Feb 3
11	Feb 5*
12	Feb 10
MIDTERM	Feb 12

Chapter	Discussion
13	Feb 17
14	Feb 19*
15	Feb 24
16	Feb 26
17	Mar 2
18	Mar 4
Project Presentation	Mar 9
Discussion	Mar 11
FINAL	

* Guest speaker – 45mins