



**Arkansas Tech University
 Department of Parks, Recreation and Hospitality Administration
 HA/RP 4013 Hospitality Marketing and Sales
 Fall 2014**

Hospitality Administration Mission Statement:

The mission of the Hospitality Administration Program is to provide quality education in hospitality administration, build a foundation for professional growth and development and encourage lifelong learning.

Program Learning Outcomes

At the conclusion of the program, students will be able to:

1. Exhibit professional hospitality administration knowledge, skills, and abilities.
2. Execute core management concepts in the areas of hospitality accounting, finance, human resources, marketing, operations, and technology.
3. Describe the fundamental principles of leadership and demonstrate successful leadership skills.
4. Utilize critical thinking, problem solving, written and oral communication, and investigative skills specific to hospitality administration.
5. Apply experiential learning experiences acquired through courses, work experience, and internship to become a successful professional.
6. Demonstrate best practices to meet ever changing guest needs and expectations.

HA Course Number	HA Course Title	Learning Outcome(s)	Performance Measure(s)
HA 4013	Hospitality Marketing and Sales	Support advanced knowledge of hospitality industry and profession.	Exam, case studies, Special Project
		Develop management concepts in hospitality marketing.	Exam, Marketing Plan
		Produce management concepts in hospitality marketing.	Marketing Plan

HA Course Number	RP Course Title	Learning Outcome(s)	Performance Measure(s)
HA 4013	Hospitality Marketing and Sales	7.03-E Demonstrate the ability to recognize the principles and procedures of marketing and/or public relations.	Exam questions

Instructor: Susan West
106 Williamson
479-356-6205 Office
Email: swest7@atu.edu

Office Hours: Tuesday 9:00-noon
Thursday 9:00-4:00
**Or by appointment

Location and Time of Class: Williamson Hall Room 205
M-W-F 11:00am until 11:50am

Course Materials: Kotler, P., Bowen, J. T., & Makens, J.C. (2006). *Marketing for Hospitality and Tourism* (6th ed.). Upper Saddle River, New Jersey: Pearson Education. ISBN-978-0-13-278402-3

Course Description: The organization of the marketing function and its role and responsibility in developing an integrated marketing program. Special attention to convention sales and management, and the role of travel-related services to the marketing function.

Course Format

Classroom procedure for this class may include all of the following formats: discussions, group assignments, Field Trips, PowerPoint, outside readings.

CLASS POLICIES

Course Requirements

The following are course requirements for Hospitality Marketing:

- Group Project completion
- Display board
- Completion of all assignments in a timely manner. I will NOT accept late assignments
- Completion of four exams and assignments

Accommodation Needs

Anyone who has special needs or considerations to assist in learning or test taking should speak with the instructor privately so that adjustments may be made. This should be done within the first two weeks of classes or as soon as the need arises. Students with special needs must register with the Disability Coordinator/University Testing Center at 479-968-0302.

Academic Honesty

Cheating will not be tolerated in this course.

Any student caught cheating or plagiarizing someone else's work on a test or assignment will be given an "F" for the work. Students may be asked to provide proof of original work if there is a question of cheating or plagiarism.

ATU Attendance Policy

"Regular class attendance is considered essential if students are to receive maximum benefit from any course. Control of class attendance is vested in the teacher, who has the responsibility of defining early in each course his/her standards and procedures. A student accumulating an excessive number of unjustifiable absences in a course may be dropped from the course by the instructor with a grade of "FE." A student who is dropped from three courses in a semester for unsatisfactory class attendance may be immediately suspended."

EVALUATION AND GRADING

Methods of Evaluation:

4 Exams @ 100 points	400 points
Marketing Board Group Project	300 points
Group Work/Homework	200 points
Marketing Plan	300 points
Case Studies 5 @ 40 points	<u>200 points</u>

Total Points

1400 points

Grading Scale:

A = 90% and above

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% or below

Exams

There will be 4 exams worth 100 points given in this course, including the final which is **NOT** cumulative. The tests will be taken from your text as well as other assignments. **I WILL NOT GIVE MAKE-UP EXAMS WITHOUT MEDICAL OR JUDICIAL WRITTEN EXCUSES!!** The exams will include: multiple choice, true/false, fill-in-the-blank, short answer or essay. Failure to show up for Final Exam will result in a ZERO for **all** tests. Total available points will be 400.

Marketing Board Group Project

I will place you in groups of 3 (that I choose) and you will be responsible for using the display cabinet in the entry way to Williamson to "Market" something relative to your discipline. As example, a team may choose to look at trails in Arkansas. Another team may want to highlight the culinary program. Your team's board will stay on display for a week and will be graded on the rubric attached. Total points 300 points

Marketing Plan

This TYPED marketing plan will consist of the following sections. It will have to be completed over a legitimate business and preferably one that is within the community or at least the state. Prior Approval of company is required by professor. Total points 300.

This document should include {Details in Chapter 18}:

- Executive Summary
- Corporate Connection
- Environmental Analysis and Forecasting
- Segmentation and Targeting
- Next Year’s Objectives and Quotas
- Action Plans: Strategies and Tactics
- Resources Needed to Support Strategies and Meet Objectives
- Marketing Control
- Presenting and Selling the Plan
- Preparing for the Future

THIS IS DUE FRIDAY DECEMBER 5th! NO EXCEPTIONS!

Group Work/Homework

There will be homework that I will assign throughout the semester. In addition, I will have you work in groups at times during class as well. Total points 200

Case Studies

The textbook provides numerous case studies relative to the course. You will have **5 total** that I will assign for the semester. You may choose the case studies you feel are relative to you. Answer all discussion questions relative to the case study. Total points 200

Your Role as a Student During class participation I will NOT tolerate inappropriate language including negative terms regarding ones ethnicity, gender, sexual preference, age, or physical or mental difference. I expect you to manage your time well and keep abreast of all important dates and assignments. In return for your cooperation I will be on time for class, be well prepared and will treat you with mutual respect and encourage and help you in any way possible. Please understand

ScheduleSubject to change if needed****

Wednesday Aug 27	WELCOME
Friday Aug 29	What is Marketing?
Monday Sept 1	LABOR DAY HOLIDAY-No class!
Wednesday Sept 3	Chapter 1 Marketing for Hospitality and Tourism
Friday Sept 5	Chapter 1 Continued
Monday Sept 8	Chapter 2 Service Characteristics of Hospitality and Tourism Marketing
Wednesday Sept 10	Chapter 2 Continued
Friday Sept 12	Chapter 3 The Role of Marketing in Strategic Planning

Monday Sept 15	Chapter 3 Continued
Wednesday Sept 17	NO CLASS-Arkansas Hospitality Association Trade Show Outside Assignment
Friday Sept 19	EXAM 1 over Chapters 1-2-3
Monday Sept 22	Chapter 4 The Marketing Environment
Wednesday Sept 24	Chapter 4 Continued
Friday Sept 26	Chapter 5 Marketing Information Systems and Marketing Research
Monday Sept 29	Chapter 5 Continued
Wednesday Oct 1	Chapter 6 Consumer Markets and Consumer Buying Behavior
Friday Oct 3	Chapter 6 Continued
Monday Oct 6	Chapter 7 Organizational Buyer Behavior of Group Market
Wednesday Oct 8	Chapter 7 Continued
Friday Oct 10	Chapter 8 Market Segmentation-Targeting and Positioning
Monday Oct 13	Chapter 8 Continued
Wednesday Oct 15	EXAM 2 over Chapters 4-5-6-7-8
Friday Oct 17	Chapter 9 Designing and Managing Products
Monday Oct 20	Chapter 9 Continued
Wednesday Oct 22	Chapter 10 Internal Marketing
Friday Oct 24	Chapter 10 Continued
Monday Oct 27	Chapter 11 Pricing Products
Wednesday Oct 29	Chapter 11 Continued
Friday Oct 31	Chapter 12 Distribution Channels
Monday Nov 3	Chapter 12 Continued
Wednesday Nov 5	Chapter 13 Promoting Products: Communication and Promotion Policy and Advertising
Friday Nov 7	Chapter 13 Continued

Monday Nov 10	Chapter 14 Promoting Products: Public Relations and Sales Promotion
Wednesday Nov 12	Chapter 14 Continued
Friday Nov 14	EXAM 3 over Chapters 9-10-11-12-13-14
Monday Nov 17	Chapter 15 Professional Sales
Wednesday Nov 19	Chapter 15 Continued
Friday Nov 21	Chapter 16 Direct and Online Marketing
Monday Nov 24	Chapter 16 Continued
Wednesday Nov 26	THANKSGIVING HOLIDAY
Friday Nov 28	THANKSGIVING HOLIDAY
Monday Dec 1	Chapter 17 Destination Marketing
Wednesday Dec 3	Chapter 17 Continued
Friday Dec 5	MARKTING PLAN DUE!!
Monday Dec 8	LAST DAY OF CLASS
DEC 9	READING DAY
MONDAY DEC 15	FINAL 8:00 AM- 10:00 AM Over Chapters 15-16-17-18
DEC 20	GRADUATION

Marketing Display Board

Student Name: _____
 Student Name: _____
 Student Name: _____

CATEGORY	4	3	2	1
Graphics -Clarity	Graphics are all in focus and the content easily viewed and identified from 6 ft. away. 33.28	Most graphics are in focus and the content easily viewed and identified from 6 ft. away. 24.96	Most graphics are in focus and the content is easily viewed and identified from 4 ft. away. 16.64	Many graphics are not clear or are too small. 8.32
Graphics - Originality	Several of the graphics used on the poster reflect a exceptional degree of student creativity in their creation and/or display. 33.28	One or two of the graphics used on the poster reflect student creativity in their creation and/or display. 24.96	The graphics are made by the student, but are based on the designs or ideas of others. 16.64	No graphics made by the student are included. 8.32
Graphics - Relevance	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation. 33.28	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation. 24.96	All graphics relate to the topic. Most borrowed graphics have a source citation. 16.64	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation. 8.32
Attractiveness	The poster is exceptionally attractive in terms of design, layout, and neatness. 34	The poster is attractive in terms of design, layout and neatness. 25.5	The poster is acceptably attractive though it may be a bit messy. 17	The poster is distractingly messy or very poorly designed. It is not attractive. 8.5

Content - Accuracy	At least 7 accurate facts are displayed on the poster. 33.28	5-6 accurate facts are displayed on the poster. 24.96	3-4 accurate facts are displayed on the poster. 16.64	Less than 3 accurate facts are displayed on the poster. 8.32
Required Elements	The poster includes all required elements as well as additional information. 33.28	All required elements are included on the poster. 24.96	All but 1 of the required elements are included on the poster. 16.64	Several required elements were missing. 8.32
Labels	All items of importance on the poster are clearly labeled with labels that can be read from at least 3 ft. away. 33.28	Almost all items of importance on the poster are clearly labeled with labels that can be read from at least 3 ft. away. 24.96	Several items of importance on the poster are clearly labeled with labels that can be read from at least 3 ft. away. 16.64	Labels are too small to view OR no important items were labeled. 8.32
Mechanics	Capitalization and punctuation are correct throughout the poster. 33.28	There is 1 error in capitalization or punctuation. 24.96	There are 2 errors in capitalization or punctuation. 16.64	There are more than 2 errors in capitalization or punctuation. 8.32
Grammar	There are no grammatical mistakes on the poster. 33.28	There is 1 grammatical mistake on the poster. 24.96	There are 2 grammatical mistakes on the poster. 16.64	There are more than 2 grammatical mistakes on the poster. 8.32

TOTAL POINTS: _____ **out of 300**