HOMT 322: Advanced Marketing For the Hospitality Industry

Prerequisite(s): None

Credits: 3

I. Course Description

The principles and practices of marketing in the hospitality and tourism industry are presented. As an applied approach to marketing the tourism product, the course also compares and contrasts the unique approach of tourism marketing to classical marketing principles. Studies demonstrating how marketing activities direct the flow of goods and services from product to consumer in the hospitality and tourism industry are included. The course also covers consumer satisfaction, sequential development steps in marketing, the key role of marketing research, and the growth of information technology. The course introduces strategic industry marketing methods for successful planning and development.

II. Course Objectives

1. Describe the service characteristics of the industry
2. Communicate the role of marketing in strategic planning
3. Discuss marketing information systems and the importance of market research
4. Analyze organizational buying behavior in the marketplace
5. Communicate market segmentation, targeting, and positioning.
6. Explain Internet, direct, and database marketing and developing marketing methods
7. Discuss pricing and promotion strategies for company and industry success
8. Examine a company's total marketing communications program, called its promotion mix

III. Course Textbooks and Reading Materials

Marketing for Hospitality and Tourism, 7th edition
Kotler, Bown, Makens, and Baloglu
Digital ISBN: 9780134141695
Print ISBN" 9780134151922

IV. Weekly Information

Module One – Week 1
Introduction to Hospitality and Tourism Marketing

Objectives

At the end of this lesson, you should be able to:

1.1 Identify key elements of the relationship and societal marketing
1.2 Recognize the role of marketing in strategic planning
1.3 Recognize the role of marketing in strategic planning
1.4 Discuss several viewpoints on the purpose of business as it relates to the hospitality industry

1.5 Identify targeted customers for a hotel chain or tourist destination

1.6 Describe several service characteristics of hospitality and tourism marketing

1.7 Explain marketing strategies that are most useful in the hospitality and travel industries

1.8 Evaluate the effectiveness of marketing messages used to target customers

Reading
Chapter 1: Introduction: Marketing for Hospitality and Tourism, pp 1 – 32
Chapter 2: Service Characteristics of Hospitality and Tourism Marketing, pp 33 – 54
Chapter 3: The Role of Marketing in Strategic Planning, pp 55 - 82

Lecture
Chapters 1, 2, & 3

Deliverables
Discussion: Introduction
Discussion: Strategic Planning
Written Assignment: Service Profit Change
Quiz: 25 multiple choice questions for Chapters 1, 2, & 3

<u>**Module Two – Week 2**</u>
Developing Marketing Strategy
Objectives
At the end of this lesson, you should be able to:

2.1 Examine sources of marketing information, along with goals and methods of market research

2.2 Identify key concepts of the marketing environment and marketing information system

2.3 Identify the elements of a company's micro environment

2.4 Analyze the macro-environmental forces that affect a company's ability to serve its customers

2.5 Explain how changes in the environment affect marketing efforts

2.6 Discuss how companies can be proactive rather than reactive when responding to environmental forces and trends

2.7 Explain how companies analyze and use marketing information

Reading
Chapter 4: The Marketing Environment, pp 83 - 111
Chapter 5: Managing Customer Information to Gain Customer Insights, pp 112 - 152

Lecture
Chapters 4 & 5

Deliverables
Discussion: Disintermediation
Written Assignment: Customer Rights

Quiz: 25 multiple choice questions for for Chapters 4 & 5

Module Three – Week 3
Consumer Behavior

Objectives

At the end of this lesson, you should be able to:

3.1 Identify key concepts related to consumer markets and consumer buying behavior

3.2 Recognize factors related to group markets and organizational buying behavior

3.3 Examine various aspects of marketing segmentation, targeting and positioning

3.4 Discuss the roles of participants in the organizational buying process and the importance of marketers understanding those roles

3.5 Identify the bases and requirements for segmenting a marketing effectively

3.6 Explain how companies identify attractive market segments and choose a market targeting strategy

3.7 Illustrate the concept of positioning for competitive advantage by offering specific examples

Reading

Chapter 6: Consumer Markets and Consumer Buying Behavior, pp 153 - 178

Chapter 7: Organizational Buyer Behavior, pp 179 - 200

Chapter 8: Customer-Driven Marketing Strategy: Creating Value for Target Customers, pp 201 - 226

Lecture

Chapters 6, 7, & 8

Deliverables

Discussion: Multi-cultural Environments

Written Assignment: Segmentation

Quiz: 25 multiple choice questions for Chapters 6, 7, & 8

Module Four – Week 4
Branding

Objectives

At the end of this lesson, you should be able to:

4.1 Identify factors related to the design and management of products

4.2 Recognize key concepts involved in internal marketing

4.3 Discuss how atmosphere, customer interaction with the service delivery system, customer interaction with other interactions, and customer co-production are all elements that you need to be concerned about when designing a product for the hospitality and travel industry

4.4 Explain what a service culture is and why it is important to have a company where everyone is focused on serving the customer

4.5 Describe the three-step process involved in implementing an internal marketing program

4.6 Outline a strategic internal marketing plan for a hotel chain and a tourist destination

Reading
Chapter 9: Designing and Managing Products and Brands: Building Customer Value, pp 227 - 266
Chapter 10: Internal Marketing, pp 267 - 290
Lecture
Chapters 9 & 10

Deliverables
Discussion: Internal Marketing Program
Written Assignment: New Product Development
Quiz: 25 multiple choice questions for Chapters 9 & 10

Module Five – Week 5
Marketing Channels and Pricing

Objectives
At the end of this lesson, you should be able to:

     5.1 Identify key concepts related to pricing products

     5.2 Examine various characteristics of distribution channels

     5.3 Describe pricing strategies for new and existing products

     5.4 Explain the various functions of distribution channels, the marketing intermediaries available to the hospitality industry and the benefits they offer

     5.5 Outline a plan to implement pricing strategies and promotions with marketing intermediaries

     5.6 Discuss how technology will change distribution channels in the hospitality and travel industries over the next five years

Reading
Chapter 11:   Pricing: Understanding and Capturing Customer Value, pp 291 - 324
Chapter 12:   Distribution Channels Delivering Customer Value, pp 325 - 350

Lecture
Chapters 11 & 12

Deliverables
Discussion: Pricing Strategies
Written Assignment: Pricing Strategies
Quiz: 25 multiple choice questions for Chapters 11 & 12

Module Six – Week 6
Promotion, Communications, and Sales

Objectives
At the end of this lesson, you should be able to:

     6.1 Identify key concepts related product promotion including advertising, public relations, and sales promotion

     6.2 Recognize factors related to group markets and organizational buying behavior

6.3 Explain the process and advantages of integrated marketing communications in communicating customer value

6.4 Describe the five promotion tools, methods for setting the promotion budget, and the factors that affect the design of the promotion mix

6.5 Discuss the five important decisions marketing management must make in developing an advertising program

6.6 Explain how sales promotion campaigns are developed and implemented

6.7 Explain the role and nature of personal selling and the role of a sales force

Reading

Chapter 13: Engaging Customers and Communicating Customer Value and Advertising, pp 351 - 385

Chapter 14: Promoting Products: Public Relations and Sales Promotions, pp 386 - 413

Chapter 15: Professional Sales, pp 414 – 450

Lecture

Chapters 13, 14, & 15

Deliverables

Discussion: Public Relations

Written Assignment: Advertising Strategies

Quiz: 25 multiple choice questions for Chapters 13, 14, & 15

Module Seven – Week 7
Current Trends

Objectives

At the end of this lesson, you should be able to:

7.1 Examine various aspects of direct and online marketing and destination marketing

7.2 Describe direct marketing, its major forms, and how it benefits both customers and companies

7.3 Explain how companies use online marketing, databases, and other new technologies to profitably deliver more value to customers

7.4 Outline a direct marketing strategy for hospitality and tourism

7.5 Discuss the importance of tourism to a destination's economy

7.6 Identify tourism attractions and events

7.7 Examine ways to segment and monitor the tourist market

7.8 Explain why a marketing plan is necessary

Reading

Chapter 16: Direct, Online, Social Media, and Mobile Marketing, pp 450 – 482

Chapter 17: Destination Marketing, pp 483 – 526

Chapter 18: Next Year's Marketing Plan, pp 527 - 559

Lecture

Chapters 16, 17, & 18

Deliverables
Discussion: Social Media Marketing
Written Assignment: Customer Loyalty Programs
Quiz: 25 multiple choice questions for Chapters 16, 17, & 18

V. Course Information and Grading

Course Requirements (Weekly)

Each lesson will be based on the inclusion and grading of the following segments: Discussion Boards, Assignments/ Case Studies/ Projects.

Class Discussions

Successful online learning requires active and meaningful participation in the Discussion Board Forum. Critical thinking, appropriate use of judgment and professional comments are required for all responses. Simple agreement or disagreement with a fellow student does not constitute a quality response. Student opinions are important but must be supported by relevant data obtained in the literature or text.
1. One initial discussion board post is due by the fourth day (Thursday @ 11:59 pm) of each weekly module and two response posts are due by the last day (Sunday @ 11:59 pm) of each weekly module.
    a. Undergraduate Word Count Requirements:
        i. Initial post must be >200 words
        ii. Responses must be >150 words
    b. Graduate Word Count Requirements:
        i. Initial post must be >250 words
        ii. Responses must be >200 words

2. Participation – <u>Students must meet initial and response post deadlines to be eligible for full points</u>. Late initial posts may be accepted with a 33% reduction in the overall score assessed for each day late. Two response posts are required. If only one is received, then the overall score will be reduced by 25%. If no response posts are received, then the overall score will be reduced by 50%.

3. Students should be respectful and write in a proper and professional manner.

Please refer to the Discussion Board Rubric located within course syllabus for specific requirements and guidance on delivering a substantial discussion.

Late and Make-up Assignments

All deliverables are due by 11:59 PM on the due dates indicated. When substantive emergencies occur, acceptance of late submissions is left to the discretion of the course instructor.

Assignments that are submitted after the due date <u>with prior written approval</u> (text or email) from the instructor may receive the following deductions:

1. Late assignments are subject to a deduction of 10% of the available points for each day late.

2. Assignments submitted later than one week after due date will not be accepted and will receive a zero (0).

3. No work may be submitted after the last day of the course.

4. See Class Discussions for late discussion post policy.

Written Work

- All graded assignments must be typewritten, as designated by the professor of record for the course.
- All referenced materials must be presented according to the Publication Manual of the American Psychological Association (APA), based on the most current published edition. (current, 7th edition) (Except for English courses that specify use of MLA format.)
- All required written assignments are due on the last night of each lesson week at 11:59pm EST. This information is included in the course scheduler and calendar of every course.
- All written and graded assignments are considered the property of the College of Adult and Professional Studies and should be returned to the appropriate professor of record for the related course.
- SafeAssign may be used to check for plagiarism.

Grading Scale and Assigned Letter Grades
Charleston Southern Online Graduate classes follow the following numerical and letter grading scale. Grades will be posted by the Sunday night following the closing of the lesson. No grades will be given to students over the phone.

A: 900 - 1,000 points

B+: 870 - 899 points

B: 800 - 869 points

C+: 770 - 799 points

C: 700 - 769 points

D: 600 - 699 points

F: 0 - 599 points

Undergraduate Discussion Board Rubric – Introduction (First week only)

Criteria	Minimal	Effective
Percent Possible: 0 or 50 Initial Post Introduction.	Percent Possible: 0 No post or did not follow instructions at all.	Percent Possible: 50 Posted following instructions.
Percent Possible: 0 or 50 **Response Posts** Welcome.	Percent Possible: 0 No post or did not follow instructions at all.	Percent Possible: 50 Posted following instructions.

Discussion Board Initial Post Rubric – Undergraduate

Initial Post Rubric	Content	Support & References	Mechanics & Length
Mastery **90-100%**	• Relevant and thought-provoking viewpoints • Innovative and indicates a high level of thought • High level of critical thought, analysis, and application of concepts and ideas	• Student cites 2 peer-reviewed sources in the body of the posts • Proper APA format	• Post exceeds 200 words • Very well written
Effective **80-89%**	• Advances the discussion and body of knowledge providing relevant, original thoughts to the question • Conveys thoughts in a well-rounded manner that show understanding, critical thought, and application of concepts	• Student cites 2 peer-reviewed sources in the body of the post • Not in appropriate APA format	• Post 178-200 words • Well written
Competent **70-79%**	• Makes mostly complete response to the questions • Mostly restatement of materials • Conveys thoughts adequately; however, need to further develop critical aspects	• Student cites 1 peer-reviewed source. • Not in appropriate APA format	• Post is 158-178 words • A few writing errors
Minimal **0-69%**	• Provides weak contribution to the discussion board	• Does not cite any peer-reviewed sources	• Post is less than 158 words • Poorly written

	• Does not convey concept understanding • Shows evidence of critical thought but is not concise or complete	• Addresses questions in a manner that is unclear • Not appropriate APA format	• 0 points for posts submitted after 11:59 PM EST on Thursday

Discussion Board Peer Response Rubric – Undergraduate

Peer Response Rubric	Content	Support & References	Mechanics & Length
Mastery 90-100%	• Advances discussion providing additional commentary that is relevant or offers an alternative • Critical thought development is evidenced by thoughtful and meaningful responses • Source is relevant and published in last 3 years	• Student cites 2 peer-reviewed sources in the body of the posts • Proper APA format	• Post exceeds 150 words • Very well written
Effective 80-89%	• Advances discussion providing additional commentary and critique • Responses are correct but mostly restate the peers' viewpoints without development of critical thought • Source is relevant and published in last 3 years	• Student cites 2 peer-reviewed sources • Not in appropriate APA format	• Post is 133-150 words • Well written
Competent 70-79%	• Shows adequate understanding of the knowledge and concepts posted by peers • Responses are mostly, "I agree…" • Source is somewhat relevant and published in last 5 years	• Student cites 1 peer-reviewed source • Not in appropriate APA format	• Post is 118-132 words • A few writing errors.
Minimal 0-69%	• Shows minor comprehension of concepts and viewpoints from peers. • Responses are vague and do not show understanding or comprehension	• Does not cite any peer-reviewed sources • Not appropriate APA format	• Post 0-118 words • Poorly written • 0 points for posts submitted after 11:59 PM EST on Sunday

Assignment/Case Study/Course Project Rubric

Assignment Rubric	Critical Thinking	References & Organization
Mastery 90-100%	• Relevant use of vocabulary throughout • Demonstrates superior knowledge of concepts and theories • Addresses problem/issue directly • Demonstrates active critical thinking relevant to problem identification and effective solutions	• Professional writing structure. • Well-organized response. • Student cites appropriate, current peer-reviewed sources • Proper APA format • Exceeds 500 words
Effective 80-89%	• Demonstrates satisfactory understanding • Lacks answer to all questions/full scenario • Demonstrates some knowledge of content and professional vocabulary • Content needs additional focus for innovative responses other than restatement of text.	• Student cites some relevant, current peer-reviewed sources. • Follows directions • APA formatting demonstrated but not extensive. • 450-500 words
Competent 70-79%	• Inconsistent comprehension • Marginal responses • Content, concepts, ideas/responses are not fully developed	• Sources are outdated or ineffective. • Lacks focus on content • Unorganized • Some writing errors • Not in appropriate APA format. • 400-449 words
Minimal 0-69%	• Consistently below expectations • Lacks significant details of the assignment • Lacks critical thought, analysis, and application. • Partially addresses the topic	• Does not cite any peer-reviewed sources • Not appropriate APA format • 0-399 words • Poorly written. • 0 points for late assignments

Short Answer Rubric – Undergraduate

Short Answer Rubric	Clarity	Depth	Quality
Mastery 90-100%	• Relevant use of vocabulary throughout • Demonstrates superior knowledge of concepts and theories • Addresses problem/issue directly • Demonstrates active critical thinking relevant to problem identification and effective solutions	• Articulates critical thoughts & analysis throughout the answer • Obvious use of outside resources to supplement resources	• Professional writing structure • Well-organized response • Free of grammatical, spelling, & formatting errors
Effective 80-89%	• Demonstrates satisfactory understanding • Lacks answer to all questions/full scenario • Demonstrates some knowledge of content and professional vocabulary • Content needs additional focus for innovative responses other than restatement of text	• Demonstrated some form of outside material used • Shows some critical thinking and active thought	• Follows assignment instructions • Well-written • Few writing errors
Competent 70-79%	• Inconsistent comprehension • Marginal responses • Content, concepts, ideas/responses are not fully developed	• Provided enough detail for marginal requirement • "Textbook" in nature (restatement of what was in textbook)	• Lacks focus on content • Some writing errors
Minimal 0-69%	• Consistently below expectations • Lacks significant details of the assignment • Lacks critical thought, analysis, and application • Partially addresses the topic	• Lacked detail that demonstrates active thought • One-sentence answer	• Unorganized and poorly written • 0 points for late assignments