Course Outline - Spring 2015

UNIVERSITY OF SOUTH FLORIDA
School of Hotel and Restaurant Management
HFT 3503 Hospitality Marketing & Sales
Time 03:00pm-05:50pm
Location: St Peters burg Downtown Campus Room: DC122

Professor: Ms. Claudine M. Cooper
Office Location: St. Petersburg College Downtown
Address: 244 Second Avenue N
St. Petersburg, FL 33701
Office Tel: (727) 394-6165
E-mail: claudine4@usf.com
Office Hours: Thursday 2.00pm to 3.00pm St. Petersburg College

Link for the SPC Downtown campus = there are maps and driving directions. http://www.spcollege.edu/pages/dynamic.aspx?id=811

Academic Calendar

<table>
<thead>
<tr>
<th>2015</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>January 19</td>
<td>Martin Luther King, Jr.</td>
</tr>
<tr>
<td>March 2 - 7</td>
<td>USF Spring Break</td>
</tr>
<tr>
<td>April 24</td>
<td>Spring, last day of classes</td>
</tr>
<tr>
<td>April 25 - May 1</td>
<td>Spring Final Exams</td>
</tr>
</tbody>
</table>

Note: Please feel free to contact me via USF email. I check my USF email on a daily basis - so that is the best method. If you require additional assistance, you may contact Ms. Amanda Kulaw in the HRM office at 941-359-4707.

Required text:

COURSE OBJECTIVES:
Hospitality marketing and sales poses special challenges for managers due to the differences between goods and service. These challenges include customer satisfaction management; coordination of marketing and operations in the design and implementation of service delivery; the development of human and technical skills of employees that deliver services; and the utilization of emerging technology. The purpose of this course is to analyze the theoretical principles of marketing and sales and their practical application in the hospitality and tourism industries. Topics include marketing research and strategy; the hospitality marketing mix; hospitality product differentiation and brand positioning; market targeting, segmentation; and marketing communications.

At the end of this course, you should be able to:
1. Define the role of marketing within the hospitality industry.
2. Identify the unique characteristics of hospitality marketing.
3. Explain the hospitality consumer and group buying behavior.
4. Identify the major components in a marketing plan for a hospitality organization.
5. Discuss the relationships between marketing research, marketing environment, and marketing plan.
6. Analyze major issues, current practices, and trends in the hospitality industry.
7. Apply marketing concepts and theory to design a marketing plan and address the major issues, practices, and trends in the hospitality industry.

STUDENT RESPONSIBILITIES:
1. Students are responsible for reviewing all the material in the weekly folder, taking tests, and completing assignments as scheduled by the instructor.
2. Students are responsible for keeping track of changes in the course syllabus made by the instructor throughout the semester.
3. Students are responsible for monitoring their grades on Blackboard Grade Center. 
   *It is your responsibility to track your points during the semester. You are responsible for bringing to light any discrepancies in your points/grades, i.e., a score of zero on a quiz that you know you took, etc. I will catch most all of them, but you need to track your own progress. After the first exam, I will begin to track points. There is no reason for you not to know where you stand in this course at any given time.*
4. Students must contact the instructor as soon as possible if they anticipate missing class due to events such as chronic illnesses, travel related to team sports, or other university activities. The instructor will determine the adjusted deadlines to complete the quiz/assignment/project.

Quizzes and Exams:
There will be 1 exam and 10 quizzes over the semester of class. All quizzes and the exam are timed. You may refer to notes and the book, although this may preclude you from completing the entire quiz or exam. BE PREPARED before you take a test to minimize referencing notes and the book. The quizzes and exam will be primarily multiple-choice questions. The questions will be based on the text, lectures, discussions, case studies, assignments etc. Make-up quizzes and exam will not be given.

Marketing Plan:
By successfully completing a marketing plan, you will be able to apply some of the concepts involved with marketing. In addition, the associated reading and industry contact will facilitate the learning process.

The assignment is to prepare a detailed marketing plan for a hospitality/tourism operation. You may either choose an existing or an ordinary/proposed operation. Whichever operation you choose, it must be of a reasonable size- e.g. a 150 room hotel, a 100 seat restaurant, or a tourism organization. If you decide on a new operation, the marketing plan must have elements of a feasible study. Following is a suggested format for the marketing plan. A detailed guideline of marketing plan can be found on Page 7.

Team Projects:
Team projects are an integral part of this class and college life. All members of the class will be required to participate in them and will receive the same grade unless, through the peer evaluation process. If it is revealed that one member of the group is not contributing their portion of the work as agreed upon and the group has tried to address the issue then it is up to the group to come to me to work out an appropriate solution. If there is still no resolution then the individual concerned will be excluded from the team and will have to submit a project on their own.

All written assignments should strictly follow the format guideline (Page 8). Your grade will be based on the content of your ideas (75%) and on the writing criteria (25%)

PROPOSED INSTRUCTION SCHEDULE:

Please Note: This class has 16 weeks of readings, assignments, quizzes, and discussion posts. All readings, assignments, quizzes, and discussion posts are to be read/taken/posted online by 9am on the Monday of the following week.
For example, if the assignment/quiz/discussion post is listed in Week 1 of January, 2013, then the readings should be completed and you should have taken the quiz, submitted your assignment and posted your discussion by Monday Jan 14th by 9am. Note that this gives students one week to complete assignments and take the quiz. **NO LATE QUIZZES/ASSIGNMENTS/DISCUSSION POSTS WILL BE ACCEPTED. THEIR AVAILABILITY EXPIRES ON THAT MONDAY at 9AM and will not reopen.** Please plan accordingly. No computer glitches, problems etc. Take exams and quizzes on a secure internet connection. You get one chance.

**GRADING AND EVALUATION:**

<table>
<thead>
<tr>
<th>Grading:</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homework assignments at 5 points each</td>
<td>90</td>
</tr>
<tr>
<td>9 quizzes at 15 points each</td>
<td>90</td>
</tr>
<tr>
<td>Group Marketing Plan/Presentation</td>
<td>60</td>
</tr>
<tr>
<td>Team activities/Case studies</td>
<td>60</td>
</tr>
<tr>
<td>Final Exam</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total Possible Points:</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>

**Grading Scale:**

- 388-400 = A+
- 348-359 = B+
- 308-319 = C+
- 268-279 = D+
- 0-239 = F
- 372-384 = A
- 332-344 = B
- 292-304 = C
- 252-264 = D
- 360-368 = A-
- 320-328 = B-
- 280-288 = C-
- 240-248 = D-

**Week 1: Jan 8: Course Introduction**

1. Review of syllabi and expectations.
2. Read Chapter 1 for next class.
3. Complete homework assignment.

**Week 2: Jan 15**

1. Review Chapter 1.
2. Read Chapter 2 and 3 for next class.
3. Complete homework assignment.

**Week 3: Jan 22**

1. Review Chapter 2 and 3.
2. Read Chapter 4 for next class.
3. Complete homework assignment.

**Week 4: Jan 29**

1. Review Chapter 4.
2. Read Chapter 5 and 6 for next class.
3. Complete homework assignment.

**Week 5: Feb 5**

1. Review Chapter 5 and 6.
2. Read Chapter 7 for next class.
3. Complete homework assignment.

**Week 6: Feb 12**
1. Review Chapter 7 Introduction.
2. Read Chapter 8 and 9 for next class.
3. Complete homework assignment.

**Week 7: Feb 19**
1. Review Chapter 8 and 9.
2. Read Chapter 10 for next class.
3. Complete homework assignment.

**Week 8: Feb 26**
1. Review Chapter 10.
2. Read Chapter 11 and 12 for next class.
3. Complete homework assignment.

**March 2 thru 8th – Spring Break – No Class**

**Week 9: Mar 12**
1. Review Chapter 11 and 12.
2. Read Chapter 13 and 14 for next class.
3. Complete homework assignment.

**Week 10: Mar 19**
1. Review Chapter 13 and 14.
2. Read Chapter 15 for next class.
3. Complete homework assignment.

**Week 12: Mar 26**
1. Review Chapter 15.
2. Read Chapter 16 for next class.
3. Complete homework assignment

**Week 13: Apr 2**
1. Review Chapter 16.
2. Read Chapter 17 and 18 for next class.
3. Complete homework assignment.

**Week 14: Apr 9**
1. Review Chapter 17 and 18.
2. Complete homework assignment.

**Week 15: Apr 16**
1. Marketing Plan

**Week 16: Apr 23**
1. Marketing Plan

**Week 17: Apr 30**
1. Final exam

**THIS SCHEDULE IS SUBJECT TO CHANGE**

C. Cooper HFT3503 Hospitality Marketing & Sales Spring 2015 page: 4