University of South Florida Sarasota-Manatee  
College of Hospitality and Technology Leadership (CHTL)  
HFT 3503 Hospitality Marketing and Sales

Professor: Dr. Wan Yang  
Office: Sarasota Campus A 318  
E-Mail: wanyang@sar.usf.edu  
Office Telephone: 941-359-4229  
Class: Wednesday 5:00 – 7:45 pm, EDU 258  
Office Hours: Tuesday 1pm to 2pm  
 or by appointment

Note: Please contact me via CANVAS email or USF email (put HFT 3503 in the subject line). If you require additional assistance, you may contact Ms. Amanda Kulaw in the HRM office at 941-359-4707.

COURSE CREDIT HOURS: 3

PREREQUISITES: HFT 3003 Introduction to Hospitality and Tourism


COURSE TOPICS: This course will cover the following content areas:
1. Hospitality marketing mix
2. Marketing research and strategy
3. Hospitality product differentiation and brand positioning
4. Market targeting and segmentation
5. Marketing communications

COURSE OBJECTIVES:
1. Understand the importance of customer satisfaction management in hospitality industry.
2. Manage the coordination of marketing and operations in the design and implementation of service delivery.
3. How to development of human and technical skills of employees that deliver services management.
4. Design a marketing plan addressing major issues and trends in the hospitality industry.

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT MISSION STATEMENT: The Bachelor of Science in Hospitality Management in the College of Hospitality and Technology Leadership at the University of South Florida Sarasota-Manatee prepares graduates for leadership positions in the hospitality industry through foundational knowledge of hospitality operations and experiences that promote diversity, ethical responsibility, lifelong learning, and community engagement.

BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT PROGRAM LEARNING OUTCOMES (PLOs):
1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Describe and apply the fundamental principles of leadership and model the behavior of effective leaders.
3. Demonstrate effective communication skills.
4. Analyze information and make decisions using critical thinking and problem solving skills.
5. Evaluate diversity and ethical considerations relevant to the hospitality industry.
COURSE STUDENT LEARNING OUTCOMES: Upon completion of this course, students will be able to:

1. Identify the unique characteristics of hospitality marketing. (aligns to PLOs 1,3,5)
2. Explain the hospitality consumer and group buying behavior. (aligns to PLOs 1,3,4,5)
3. Identify the major components in a marketing plan for a hospitality organization. (aligns to PLOs 1,4)
4. Examine the relationships between marketing research, marketing environment, and marketing plan. (aligns to PLOs 1,3,4)
5. Apply marketing concepts and theory to design a marketing plan for the hospitality industry. (aligns to PLOs 1,3,4,5)
6. Analyze and evaluate the major issues, current practices, and trends in the hospitality industry. (aligns to PLOs 1,3,4,5)

STUDENT RESPONSIBILITIES:

1. Students are responsible for attending all classes, taking notes, and obtaining other materials provided by the instructor, 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 CANVAS 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 minimal attendance and participation required in order to meet course responsibilities.
5. Behaviors that disrupt other students’ learning are not acceptable (e.g., arriving late for class; cell phone use, reading non-course related materials, eating during class, or social conversation during class), and will be addressed by the instructor.

CANVAS USE
Course syllabus, PowerPoint slides, supplemental material and other information will be posted on CANVAS. Also, any changes or additions specific to class may be announced and emailed through CANVAS. It is your responsibility to periodically check CANVAS between class meeting times.

Information on how to use CANVAS is available at:
http://www.sarasota.usf.edu/Academics/DE/current_students.php

Other sources for assistance are the toll-free hotline, (866) 974-1222 or the live online help site:
http://usfsupport.custhelp.com/app/chat/chat_launch
CELL PHONES AND LAPTOPS
Our class time is valuable and should be devoted to lecture and class activities. Texting and/or talking on cell phones is NOT permitted during class time. Please turn your ringers off prior to the start of class. **If you wish to use a laptop to take notes, you are welcome to do so, but you must sit in the front row of class if you are using a laptop.** If you are using a laptop, only class material should be accessed on your computer. Using personal email, Facebook, or other non-class-related sites is NOT permitted during class time.

EMAIL ETIQUETTE
- You are expected to communicate in a professional manner. Email communication should be courteous and respectful in manner and tone. Do not send emails that are casual or demanding.
- Please include the course number (HFT 3503) in the subject line of the email.
- Please use a proper greeting in your email, e.g. Hello Dr. Yang
- Please do not expect an immediate response via email (typical response time will be within 24 hours).
  If your email question is sent at the last minute (e.g. shortly before an assignment is due), it may not be possible to send you a response before the due time.

COURSE REQUIREMENTS

**Current Event Presentation (10 points) and Write-Up (10 points)**
Each student will be responsible to present one current event in the hospitality industry to the class. The presentation should be approximately five (5) minutes in length. Power point slide is not required. Please just pull up the article on the screen for the presentation.

The article must relate to hospitality marketing and must from a credible media source. In your discussion you must address the following issues:

1. A brief summary of the article.
2. Highlight the different marketing concepts that are illustrated in the article.
3. What are the implications of the information in this article for those in the hospitality industry? That is, how should they use the information presented in this article?

*Suggested media sources:* Wall Street Journal, NY Times, USA Today, etc.

Besides the presentation, students will be required to turn in a summary and reflection of the article in class (hard copy). Summary should be about 200 words and reflection should be about 200 words. Make sure to cite:

1. the article title; 2. author (if applicable); 3. the URL (website address).

**Reading Assessments (10 points each)**
You will be required to complete reading assessments to facilitate your knowledge acquisition throughout the semester. The reading assessments will be completed at the beginning of class and will cover the assigned reading material to be addressed during the upcoming class period. The reading assessments will consist of 2-3 short-answer questions. Approximately 7 reading assessments will be administered, and they will not be announced prior to the class period in which they are given.

“Make-ups” are not allowed.
Exams (100 points each)
Three exams will be administered during the semester. The exams will include both multiple-choice and essay type questions and they will cover materials from the book and from class discussions. The exams will be closed-book and closed-note. Exams will take place during the class period and no make-up exams will be offered unless prior arrangements have been made.

Marketing Plan:
Progress Report (10 points), Group Presentation (50 points) & Group Written Report (50 points)
Each group (2 to 3 people) must find a marketing strategy related to services adopted by a real hospitality company that is competitive and effective. You will be required to present the project on the designated day and submit a written report by 11pm, Apr 29, 2015.

By successfully completing a marketing plan, you will be able to apply some of the concepts involved with marketing. Please fully utilize the concepts, approaches, and tools presented in the lectures and in the text. Use these to serve a fruitful purpose in your final project. A detailed guideline of marketing plan can be found on Page 5.

The marketing plan is progressive – it includes three sections. Your Marketing Plan will be graded on the final presentation and written report including all three sections. However, you are also required to submit a group progress report including Section I by 11pm, March 1, 2015. Ten points will be given upon your submission of the group progress report.

Participation (50 points)
Because an active learning environment is extremely important to development and learning, you are expected to participate during class. Please prepare for class by reading the assigned material. Also, many of you are working in hotel and restaurant firms. Please share your experiences with the class. You can expect to be called upon at any time to answer questions and provide facilitative information to stimulate class discussion. The quality and quantity of your contributions will be noted. Most importantly, active participation will enhance your learning experience.

Attendance
While class attendance does not ensure active participation, it is a necessary condition for such. Accordingly, you are expected to attend all classes and be fully prepared to participate. Each student will be allowed TWO absences. TEN points will be deducted from the final grade for each absence beyond the two allowed (Exceptions may be made for University or School sponsored activities). Please contact me prior to any scheduled absences related to University or school sponsored activities, off-campus job interviews, scheduled medical appointments, or other events which are anticipated or scheduled.
GUIDELINES FOR MARKETING PLAN

IMPORTANT: Select an existing hospitality company for this assignment. Please fully utilize the concepts, approaches, and tools presented in the lectures and in the text. Use these to serve a fruitful purpose in your final marketing plan.

LENGTH: no more than 12 pages. Additional relevant information may be placed in an appendix.

Section I – Background (You can refer to the chapter listed in the parenthesis to find related concepts and knowledge)
1. Introduction: Identify and describe the company’s mission statement and marketing objectives. (Chapter 3)
2. Product Definition: Describe the product/service being offered.
3. Describe the major macro-environment factors (e.g. economic, social, political, and technological factors) and the potential impact of each factor on the company in terms of posing either opportunities or threats. (Chapter 4)
4. Competition: Overview of major existing competitors’ product/service. Analysis of competitors' strength and weakness. Position each against your product/service. (Chapter 4)

Section II – Current Strategic Profile
5. Identify the major target market(s) the company serves. (Chapter 8)
6. Describe the marketing strategy for each marketing 4P mix element (product/service, price, place and promotion). Provide as much detail as possible. For example, pricing is more than setting a price. It should be a strategy of how price is set and how it is changed in reaction to the market. You are to give specific examples of each portion of your marketing mix. (Chapter 9, 11, 12, 13)

Section III- Proposed Strategic Profile
Before you start writing section III, please revisit the above two sections carefully. Take the time to fully absorb the information you wrote down and think critically and creatively!
7. Based on your analysis in section I and section II, evaluate whether the company’s current marketing strategy worked and still works, and why.
8. Describe the changes you propose to the company’s Current Strategic Profile (4Ps). If changes are not recommended in certain parts of the Current Strategic Profile, then a rationale for the recommendation to maintain status quo in these aspects must be provided.

* In the situation that information required to answer the questions and carry out the above steps could not be obtained, then the information search effort should be fully described in the report where applicable. In the absence of complete and accurate information, reasonable assumptions should be made and these should be fully stated in the report where appropriate.
WRITTEN ASSIGNMENT FORMAT REQUIREMENT:
- Typed in a university compatible software (recommend Microsoft Word)
- 12-point font (Times or Times New Roman).
- 1-inch margins on the top, bottom, left and right.
- One and a half space.
- Spell check. Excessive mistakes will cause you to lose points.
- Grammar check. Excessive mistakes will cause you to lose points.
- Page numbers at the bottom right of each page.
- Date, assignment title and your name in the header of the document.
- Use headings and if appropriate, sub-headings, to help organize your papers. A reader can get lost in a paper that seems to go on forever. Headings help the reader keep track of the information within a paper.

For written assignments, your grade will be based on BOTH content of your ideas and the writing format listed above.

GRADING AND EVALUATION:

Grading:
- Current Event (1) 20 points
- Reading Assessment (7) 10 points each * 7 = 70 points
- Marketing Plan Progress Report 10 points
- Marketing Plan Presentation = 50 points
- Written Report = 50 points
- Exam (3) 100 points each * 3 = 300 points
- Class Participation 50 points
- TOTAL 550 points

Grading Scale:

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<tr>
<th>Percentage</th>
<th>Letter Grade</th>
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<tr>
<td>93-100%</td>
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<td>90-92%</td>
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<td>59% or less</td>
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- Class assignments turned in late receive no credit.
- You have 48 hours to appeal or question any grade. Therefore, it is not acceptable to tell me in April that, while you got a score of zero on quiz #2 back in February, you are sure you took the quiz and it would be a travesty of justice not to give you the score of “10” you are sure you got on the quiz.
# PROPOSED INSTRUCTION SCHEDULE

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE</th>
<th>TOPIC</th>
<th>REMARKS</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Jan 7</td>
<td>Syllabus Review</td>
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<td>Week 2</td>
<td>Jan 14</td>
<td>Chpt 1 Introduction</td>
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<td>Week 3</td>
<td>Jan 21</td>
<td>Chpt 2 Service Characteristics</td>
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<td>Chpt 3 The Role of Marketing in Strategic Planning</td>
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<td>Week 4</td>
<td>Jan 28</td>
<td>Chpt 4 The Marketing Environment</td>
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<td>Chpt 5 MIS and Marketing Research</td>
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<td>Week 5</td>
<td>Feb 4</td>
<td>Chpt 6 Consumer Buying Behavior</td>
<td>Group member list due</td>
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<td>** Service Recovery</td>
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<td>Week 6</td>
<td>Feb 11</td>
<td><strong>Exam I</strong></td>
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<td>Week 7</td>
<td>Feb 18</td>
<td>Chpt 8 Market Segmentation, Targeting and Positioning</td>
<td>Progress Report Due Mar 1, 11pm on CANVAS</td>
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<td>Chpt 9 Designing and Managing Products</td>
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<td>Week 8</td>
<td>Feb 25</td>
<td>Midterm Group Project Day (no class meeting)</td>
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<td>Week 9</td>
<td>Mar 4</td>
<td><strong>Spring Break</strong></td>
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<td>Week 10</td>
<td>Mar 11</td>
<td>Chpt 11 Pricing Products</td>
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<td>** Managing Demand and Capacity</td>
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<td>Week 11</td>
<td>Mar 18</td>
<td><strong>Exam II</strong></td>
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<td>Week 12</td>
<td>Mar 25</td>
<td>Chpt 10 Internal Marketing</td>
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<td>** Building Customer Relationships</td>
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<td>Week 13</td>
<td>Apr 1</td>
<td>Chpt 12 Distribution Channels</td>
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<td>Week 14</td>
<td>Apr 8</td>
<td>Chpt 13 Promoting Products: Communication and Promotion Policy and Advertising</td>
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<td>Week 15</td>
<td>Apr 15</td>
<td><strong>Exam III</strong></td>
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<td>Week 16</td>
<td>Apr 22</td>
<td>Group Presentation</td>
<td>Group project final report due on April 29, 11pm</td>
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*This schedule is subject to change, please pay attention to updates delivered in class and on CANVAS.*

** Chapters that are not in the textbook. No Reading Assessment will be given on those chapters.
ACADEMIC REGULATION AND POLICIES:

A. Academic Dishonesty: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct.

B. Academic Disruption: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct.

C. Contingency Plans: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Blackboard site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.

D. Disabilities Accommodation: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Pat Lakey, Coordinator, 941-359-4714, plakey@sar.usf.edu, www.sarasota.usf.edu/Students/Disability/

E. Fire Alarm Instructions: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures.

F. Religious Observances: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. Web Portal Information: Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and CANVAS course information via that address.

H. Student Wellness:
The Counseling and Wellness Center is a confidential resource where you can talk about incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship
violence. You can receive assistance in confidence. This confidential resource can help you without having to report your situation to the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO); unless you request that they make a report.

Please be aware that educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. If you disclose any of these situations in class, in papers, or to me personally, I am required to report it to OSSR or DIEO for investigation. The number for the USF Tampa Center for Victim Advocacy & Violence Prevention is 813-974-5756 and counselors are available Monday – Friday from 8:00am to 5:00pm. After hours, weekend, and holiday assistance is available through the Victim Helpline at 813-974-5757. The website for the office is: http://www.sa.usf.edu/advocacy/page.asp?id=72 and the website for student counseling is: http://www.usf.edu/student-affairs/counseling-center/.