UNIVERSITY OF SOUTH FLORIDA  
School of Hotel and Restaurant Management  
HFT 3503 Hospitality Marketing & Sales  
Course Syllabus – Spring 2014

Professor: Dr. Wan Yang  
Office Location: SMC A318 (Sarasota)  
Office Tel: 941-359-4229  
E-mail: wanyang@sar.usf.edu  
Office Hours: Tuesday 2pm to 3pm or by appointment  
Class: Wednesday 5pm – 7:45 pm  
PDC 1145

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.

**PREREQUISITES:** HFT 3003 Introduction to Hospitality and Tourism

**Required text:** *Marketing for Hospitality and Tourism, 6th edition by Kotler, Bowen, & Makens: Prentice Hall.*

**COURSE DESCRIPTION:** Principles of marketing and sales and practical application in hospitality marketing philosophies; the marketing mix; product differentiation; market targeting and market communication.

**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 STUDENT LEARNING OUTCOMES:** Upon completion of this course, students will 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. Examine the relationships between marketing research, marketing environment, and marketing plan.  
5. Apply marketing concepts and theory to design a marketing plan for the hospitality industry.  
6. Analyze and evaluate the major issues, current practices, and trends in the hospitality industry.
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 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.
6. CANVAS: You must have an active CANVAS account. I post PowerPoint slides, course material and other information on CANVAS. Also, any changes or additions specific to class may be announced and posted here. It is your responsibility to periodically check CANVAS between class meeting times.

GRADING AND EVALUATION:

Grading components will be weighted as follows in determining your grade for this course:

- **Reading Assessment** 20%
- **Exams (3 exams x 15%)** 45%
- **Group Project & Presentation** 20%
- **Individual Project (Servicescape)** 15%

Total 100%

All grading components will be adjusted to a 100-point basis and then a percentage weight will be applied. **Class assignments turned in late receive no credit.**

Grade Scale

- **A** 93-100%  
- **A-** 90-92%  
- **B+** 87-89%  
- **B** 84-86%  
- **B-** 80-83%  
- **C+** 77-79%  
- **C** 74-76%  
- **C-** 70-73%  
- **D** 60-69%  
- **F** Below 60%
DESCRIPTION OF QUIZZES, EXAMS, & PROJECTS:

1. Reading Assessments
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 8 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. In total, the reading assessments will contribute 20% toward your final grade.

2. Exams
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. Each exam will contribute 15% toward your final grade. Exams will take place during the class period and no make-up exams will be offered unless prior arrangements have been made.

3. Individual Project (Servicescape)
The servicescape is the environment where the service is delivered and which has the potential to affect the customer’s experience. Although the assignment could include a business, it probably could be done by looking at such servicescapes as one of the campus dining halls, local restaurants, hotels, and any other service firm. Don’t be afraid to do something out of town. Please discuss with the course instructor if you have any questions regarding this project. This project will contribute 15% toward your final grade, and it should be submitted no later than March 9.

Requirements: Each servicescape segment might address the following questions:
1) What is done well in this servicescape?
2) What are the important issues in designing/maintaining this servicescape so that it will be a positive influence on customer expectations?
3) What part(s) of the servicescape could be improved or altered to positively influence the service experience?
4) Do any of the following characteristics, such as color, lighting, shapes, sound, smell, influence the customer’s experience? Explain.
5) Which roles (package, facilitator, socializer, and differentiator) does this servicescape play? Explain.

1 Elements of the servicescape that affect customers include exterior features of an organization’s physical facility (such as signs, parking, or the landscape) as well as internal features (interior design, equipment, or decor) (Zeithaml and Bitner 1996).
4. **Group Project: includes presentation (10%), peer evaluation (5%), and final report (5%)**

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 also need to offer a new service or improve upon an existing service offered by the company. You will be required to present the project on the designated day and submit a written report on Apr 28. More information and details will be provided on CANVAS.

5. **Extra Credits – Current Event Presentation and Write-Up**

To help educate your peers and myself on emerging trends in hospitality marketing, you are offered an opportunity to provide a brief informal presentation in class on such a topic. Your presentation is to be based on an article from a credible media source or on-line (e.g. New York Times, USA Today, etc.) that deals with the topic. Your presentation is to be conducted at the beginning of class and should span no more than a few minutes.

Specifically, you need to present the issue in your own words, take a stance on the issue (i.e., discuss whether you agree or disagree and why), and discuss the implications for management. PowerPoint slides are NOT to be used. In addition to presenting, you are to submit a brief write-up on your topic (approximately one typed page). You must also turn in a hardcopy of your article with your write-up. A maximum of four presentations will be permitted in any one class period. You may present during any class period other than the day of a scheduled exam, guest speaker, or final group presentations. You must notify me via email by 6:00 p.m. the day before the class period in which you wish to present. Should you participate in this opportunity, **TWO points will be added to your final course grade.** For example, 85 (B) would be increased to 87 (B+).

6. **Participation and Attendance**

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. 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.

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. **TWO 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). For example, 81 (B-) would be decreased to 79 (C+) for one such absence. Please contact me prior to any scheduled absences related to University or school sponsored activities, scheduled medical appointments, or other events which are anticipated or scheduled.
7. **Cell Phones and Laptops Policy**

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.

8. **Written Assignment Format Requirement**

All written assignments should adhere to the following format:

- 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 top right of each page.
- Cover/title page with date, course number, assignment title, and your name.
- Table of contents with page number.
- Last name in the footer 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.
- Must have an introduction with thesis sentence.
- Must have a conclusion that summarizes or “wraps up” the paper.
- **Grading criteria for papers: 75% Content, 25% Writing.**

**Writing Center:** Students are welcome to use the Center free of charge. Consultants can assist students at all stages of the writing process, from generating ideas to developing and polishing later drafts.
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.
### PROPOSED INSTRUCTION SCHEDULE

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<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/8</td>
<td>Syllabus Review</td>
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<td>Chpt 1 Introduction</td>
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<td>Week 2</td>
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<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 3</td>
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<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 4</td>
<td>Jan/29</td>
<td>Chpt 6 Consumer Buying Behavior</td>
<td>Final project company name due</td>
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<td>** Service Recovery</td>
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<td>Week 5</td>
<td>Feb/5</td>
<td>Exam I</td>
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<td>Week 6</td>
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<td>Chpt 8 Market Segmentation, Targeting and Positioning</td>
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<td>Week 7</td>
<td>Feb/19</td>
<td>Chpt 9 Designing and Managing Products</td>
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<td>** Servicescape</td>
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<td>Week 8</td>
<td>Feb/26</td>
<td>Chpt 11 Pricing Products</td>
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<td>** Managing Demand and Capacity</td>
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<td>Week 9</td>
<td>Mar/5</td>
<td>Servicescape Project Day – No Class Meeting</td>
<td>Servicescape Project due on Mar 9, 11pm</td>
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<td>Week 10</td>
<td>Mar/12</td>
<td>Spring Break</td>
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<td>Week 11</td>
<td>Mar/19</td>
<td>Exam II</td>
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<td>Week 12</td>
<td>Mar/26</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/2</td>
<td>Chpt 12 Distribution Channels</td>
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<td>Week 14</td>
<td>Apr/9</td>
<td>Chpt 13 Promoting Products: Communication and Promotion Policy and Advertising</td>
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<td>Week 15</td>
<td>Apr/16</td>
<td>Exam III</td>
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<td>Week 16</td>
<td>Apr/23</td>
<td>Group Presentation</td>
<td>Group project final report due on April 28, 11pm</td>
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** Chapters that are not in the textbook. No reading assessment will be given on those chapters.

*THIS SCHEDULE IS SUBJECT TO CHANGE*