

COURSE SYLLABUS FOR HOSPITALITY INDUSTRY MARKETING & SALES
HMG 3300: FALL 2017

Instructor:

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Office Hours for Fall 2017:

Tuesday & Thursday	1.00 PM to 2:00 PM & 3:30 to 4:30PM
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If these hours are not convenient, other hours may be arranged by appointment. It is best to make an appointment as priority is given to those with appointments. Also, although I make every attempt to keep my scheduled office hours, other duties and commitments sometimes interfere with office hours. Appointments will avoid your having to make unnecessary visits to my office.

Class Meetings:

Tuesdays & Thursdays 2.00 PM to 3.20 PM
Chilton 345

Course Format:

This class uses a combination of lectures, multimedia contents, guest lectures, and class discussions. A term project will be conducted to enhance learning through a real life case study.

Required Course Materials:

TEXT: Kotler, Bowen, Makens and Baloglu 2016. *Marketing for Hospitality and Tourism, 7th edition.*
Boston: Pearson ISBN 9780134151922

Other course materials: The instructor will provide all other readings, forms, and assignments during classes.

COURSE DESCRIPTION

COURSE OBJECTIVES

- Present and analyze marketing concepts and strategies specific to the hospitality industry.
- Understand the steps involved in the business strategy planning process, including the design of business
- Identify the components of a company's marketing environment
- Understand the underlying concepts of market research and evaluate consumer behavior characteristics
- Identify group markets and the organizational buying process.
- Understand branding and the conditions that support branding.
- Outline the factors affecting pricing decisions.
- Describe the nature of distribution channels
- Explain the components of promotion mix when setting a promotional budget.
- Evaluate the role of internet, database, and direct marketing in developing marketing campaigns.
- Understand and develop a marketing plan.

TEACHING METHODOLOGY

This class uses a combination of lectures, multimedia contents, guest lectures, and class discussions. A term project will be conducted to enhance learning through a real life case study.

COURSE COMMUNICATION

- Course-related communications such as syllabus, announcements and other documentation will be available for students in Blackboard.
- **Students should be prepared for each day's lesson.** You should read the materials to be covered each day **before you come to class** and **be ready to answer and ask questions** pertaining to the materials.

Attendance

Class attendance and active participation in class are expected in order to demonstrate achievement of course objectives. The student is responsible for all information, announcements, changes in schedules, etc., which are covered during class periods. Details concerning specific weekly assignments will be announced in class. Tardiness causes interruptions during class time and often results in missed announcements. Please make every effort to be in class and be on time.

Attendance will be taken every class. It is the responsibility of the student to respond to the call for attendance. On the fifth (5th) absence (excused or un-excused), the student may be administratively dropped from the class with a grade of “W” or “WF,” dependent on their standing in tests to date.

Grade Determination:

Course work will be evaluated as follows:

ITEM	TOTAL POINTS	YOUR SCORE
Exam 1	50	
Exam 2	50	
Exam 3	50	
Exam 4 (Final)	50	
Group Project	90	
EIR - Mandatory	10	
TOTAL	300	

Letter grades will be awarded as follows:

POINT RANGE	PERCENTAGE	YOUR GRADE
270 and above	90% and above	A
240 to 269	80% to 89%	B
210 to 239	70% to 79%	C
180 to 209	60% to 69%	D
179 and below	<60%	F

Assignments:

- All homework submitted must be word-processed
- All work must be completed by the assigned time to be considered for full credit. All assignments are due at the beginning of the class period on the specific date. If an assignment is late, it should be turned into the main CMHT Office in Chilton Hall Room 331 where it will be date/time-stamped by the office staff. Any assignment turned in after the due date and time will have 10% taken off the total possible points for each day it is late.

Executive in Residence Lecture

Attendance at this event is a requirement for this course. If you have another class during this lecture you must notify that instructor as soon as possible about this event. Official university excuse letters can be provided after your attendance at the event if that is needed. Points are assigned for attendance **(5+5)**. There will be no make-ups.

Group Project:

The group project will consist of both written and oral components, including an in-class presentation. The project will include working with an independent small restaurant and developing a Marketing Plan for the restaurant. Plan on working in self-selected groups of 4 or 5. Details will be given by the third week of class.

Examination Format and Policies

- Exams will be administered only during regularly scheduled class time. Students arriving late will not be given additional time to complete the exam.
- The exam will cover current chapter(s) in the text, assigned readings, or speaker presentations.
- Exams will contain multiple choice, true and false, fill-in-the-blanks, and short answer questions.
- No make-up exams will be administered, unless student presents an authorized absence card certified from Dean of Students Office or a written excuse from a medical doctor. Make up times will be scheduled with the instructor.
- Unannounced mini-quizzes may be given at the discretion of the instructor. **There will be no makeup of these quizzes under any circumstances.**

The Josiam Variable:

Extra consideration may be given for “borderline” cases when excellent performance is exhibited in areas of class participation, effort, and a keen interest in learning.

Revisions:

The instructor reserves the right to revise this syllabus, class schedule, and list of course requirements to enhance the achievement of the course goals, and objectives. Requirements may be adjusted during the semester, which could alter the total possible points and/or their distribution. Final grade points would then change appropriately. Changes will be announced verbally in class and communicated over Blackboard.

Mission of the Hospitality & Tourism Management Program

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

Program Learning Outcomes

Upon graduating with a BS in Hospitality and Tourism Management, students will be able to:

1. Demonstrate basic knowledge of theoretical constructs pertaining to the hospitality and tourism industries.
2. Apply the basic principles of critical thinking and problem solving when examining hospitality and tourism management issues.
3. Apply technical aspects of the hospitality and tourism industry.
4. Demonstrate professional demeanor, attitude, and leadership needed for managerial positions in the hospitality industry.

University Classroom Etiquette Standards: During

class time, students **are** expected to:

- 1) Arrive on time
- 2) Remain in class until class is dismissed
- 3) Give the instructor their complete and undivided attention
- 4) Remain visibly awake, and
- 5) **Turn off cell phones and laptop computers**

During **class** time, students **should not** indulge in the following activities:

- 1) Reading non-class related materials, **including text-messages on cell phones**
- 2) Working on another class assignment
- 3) Writing personal notes to other students in writing or by **text-messaging**
- 4) Participating in personal conversations with other students, orally, in writing, or by text-messaging.

Policy on Recording and or Publishing Lecture Material: State common law and federal copyright law protect my lectures. They are my own original expression. Whereas you are authorized to take notes in class thereby creating a derivative work from my lecture, the authorization extends only to making one set of notes for your own personal use and no other use. You are not authorized to record my lectures, to provide your notes to anyone who is not enrolled in the class, or to make any commercial use of them without my prior permission.

Disability Provisions: The College of Merchandising, Hospitality & Tourism cooperates with UNT Office of Disability Accommodation (ODA) to make reasonable accommodations for qualified students with disabilities. If you have not registered with the ODA, you are encouraged to do so. Please present your written Accommodation Request and discuss your specific needs with the instructor during the first week of classes.

Academic Dishonesty: Academic dishonesty will not be tolerated. Anyone practicing scholastic dishonesty will receive a grade of “F” for the whole course and will be subject to the University of North Texas disciplinary procedures that may include expulsion from the University. Read the *UNT Student Guidebook* Chapter: Rules, Regulations, and Policies: Section Code of Conduct and Discipline. Scholastic dishonesty includes the use of unauthorized assistance (copying) in completing assignments, taking quizzes, tests, or examinations. Plagiarism of material from notes, books, websites, and research articles is not acceptable.

HMGT 3300 – Hospitality Marketing & Sales
Tentative Class Schedule. Fall 2017: Subject to Change!!!

WEEK AND DATE	TOPICS
Wk 1: Aug 29 & 31	<ul style="list-style-type: none"> • August 29 – Syllabus and Course Overview • January 19 - Chapter 1:
Wk 2: Sept 5 & 7	<ul style="list-style-type: none"> • Chapter 1: Introduction to Marketing continued... • Chapter 2: Service Characteristics
Wk 3: Sept 12 & 14	<ul style="list-style-type: none"> • Chapter 2: Service Characteristics • Chapter 3: Strategic Planning in Marketing
Wk 4: Sept 19 & 21	<ul style="list-style-type: none"> • Chapter 3: Strategic Planning in Marketing • September 21st : Exam 1: Chapters 1, 2, & 3
Wk 5: Sept 26 & 28	<ul style="list-style-type: none"> • Chapter 4: Marketing Environment • Chapter 5: Managing Customer Information
Wk 6: Oct 3 & 5	<ul style="list-style-type: none"> • Chapter 6: Consumer Markets & Consumer Behavior • Chapter 7: Organizational Buyer Behavior
Wk 7: Oct 10 & 12	<ul style="list-style-type: none"> • Chapter 8: Market Segmentation • March 2 – Exam 2: Chapters 4, 5, 6, 7, & 8
Wk 8: Oct 17 & 19	<ul style="list-style-type: none"> • Chapter 9: Designing and Managing Products & Brands
Wk 9: Oct 24 & 26	<ul style="list-style-type: none"> • Chapter 10: Internal Marketing
Wk 10: Oct 31 & Nov 2	<ul style="list-style-type: none"> • Chapter 11: Pricing – Understanding Customer Value • March 30 - Exam 3: Chapters 9, 10, & 11
Wk 11: Nov 7 & 9	<ul style="list-style-type: none"> • Chapter 18: The Marketing Plan – Review for Project
Wk 12: Nov 14 & 16	<ul style="list-style-type: none"> • Chapter 12: Skip!! – Not included in exams! • Chapter 13: Communicating with Customers – Advertising • Chapter 14: Public Relations & Sales Promotions
Wk 13: Nov 21 & 23	<ul style="list-style-type: none"> • Chapter 15: Professional Sales • Chapter 16: Direct, Online, Mobile/Social Media Marketing • November 23 – UNT Closed for Thanksgiving Break
Wk 14: Nov 28 & 30	<ul style="list-style-type: none"> • Presentations
Wk 15: Dec 5 & 7	<ul style="list-style-type: none"> • Presentations
Wk 16: Dec 14, Thursday	<ul style="list-style-type: none"> • Final Exam - 1:30 PM-3:30 PM in CHILTON 345 • Exam – Chapters 13, 14, 15, & 16