

COURSE SYLLABUS FOR HOSPITALITY INDUSTRY MARKETING & SALES
HMG T 3300: SPRING 2018

Instructor:

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Office Hours for Spring 2018:

Monday	2:00 PM ~ 4:00 PM
Wednesday	2:00 PM ~ 4:00 PM
Thursday	1:00 PM ~ 3:00 PM

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 3.30 PM to 4.50 PM
Business Leadership Building (BLB) #015

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

This course provides a thorough overview of marketing concepts and practices specific to the hospitality industry. Topics include market segmentation, quality services and products, professional sales, branding, consumer behavior, strategic planning, internet marketing, and the development of a marketing plan.

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 COMMUNICATIONS

- You will need to get a UNT email account (e.g., abc0001@unt.edu) and use it.
- 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	95	
Career Expo – Attendance Mandatory – 5 Points	5	
TOTAL: – for grade calculation	300	
Career Expo 5-Pg. Report: Voluntary – Extra Credit	5	
TOTAL	305	

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.

Career Expo

Attendance at this event is a requirement for this course. If you have another class during the Career Expo 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.** 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. Spring 2018: Subject to Change!!!

WEEK AND DATE	TOPICS
Week 1: Jan 16, 18	<ul style="list-style-type: none"> • January 16 – Syllabus and Course Overview • January 18 - Chapter 1: Introduction to Marketing
Week 2: Jan 23, 25	<ul style="list-style-type: none"> • Chapter 1: Introduction to Marketing continued... • Chapter 2: Service Characteristics
Week 3: Jan 30, Feb 1	<ul style="list-style-type: none"> • Chapter 2: Service Characteristics • Chapter 3: Strategic Planning in Marketing
Week 4: Feb 6, 8	<ul style="list-style-type: none"> • Chapter 3: Strategic Planning in Marketing • February 8th : Exam 1: Chapters 1, 2, & 3
Week 5: Feb 13, 15	<ul style="list-style-type: none"> • Chapter 4: Marketing Environment
Week 6: Feb 20, 22	<ul style="list-style-type: none"> • Chapter 5: Managing Customer Information
Week 7: Feb 27, Mar 1	<ul style="list-style-type: none"> • Chapter 6: Consumer Markets & Consumer Behavior
Week 8: Mar 6, 8	<ul style="list-style-type: none"> • Chapter 7: Organizational Buyer Behavior • March 8 – Exam 2: Chapters 4, 5, 6, 7
Week 9: Mar 13, 15	<ul style="list-style-type: none"> • SPRING BREAK – NO CLASSES
Week 10: Mar 20, 22	<ul style="list-style-type: none"> • Chapter 8: Market Segmentation
Week 11: Mar 27, 29	<ul style="list-style-type: none"> • March 27 – Career Expo; Mandatory: 5 Points for attendance • Chapter 8: Market Segmentation - Continued • March 29 - Exam 3: Chapter 8 only
Week 12: Apr 3, 5	<ul style="list-style-type: none"> • Chapter 9: Designing and Managing Products & Brands • Chapter 10: Internal Marketing
Week 13: Apr 10, 12	<ul style="list-style-type: none"> • Chapter 11: Pricing – Understanding Customer Value • Chapter 12: Skip!! – Not included in exams!
Week 14: Apr 17, 19	<ul style="list-style-type: none"> • Chapter 13: Communicating with Customers – Advertising • April 19 – Project Submission Due!!
Week 15: Apr 24, 26	<ul style="list-style-type: none"> • Presentations – May be cancelled – PPTs submitted
Week 16: May 1, 3	<ul style="list-style-type: none"> • Presentations– May be cancelled – PPTs submitted
Week 17: Tue - May 8th	<ul style="list-style-type: none"> • Final Exam - 1:30 PM-3:30 PM in BLB #015 • Exam – Chapters 9, 10, 11 & 13

**College of Merchandising, Hospitality & Tourism
Syllabus Statements
Spring 2018**

Do you want to graduate on time?

- A prerequisite is a course or other preparation that must be completed before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Advisors help you sequence courses correctly for an “on time” graduation. Ultimately, it is a student’s responsibility to ensure they have met all prerequisites before enrolling in a class.
- Students who have not met prerequisites will not be allowed to remain in a course.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

Have you met with your advisor?

- ALL students should meet with their Academic Advisor at least one time per semester (Fall & Spring). Update your degree plan regularly to stay on track for a timely graduation.
- All new freshman and transfer students are REQUIRED to meet with their Academic Advisor for their first 2 semesters to receive an advising code to register for classes for the next semester.

Advising Contact Information (Chilton Hall 385 – 940.565.4635)

Major	Last Name	Advisor
Consumer Experience Management	A-Z	Kelly Ayers
Digital Retailing	A-L M-R S-Z	Jaymi Wenzel Jon Bartlett Philip Aguinaga
Home Furnishings Merchandising	A-Z	Kelly Ayers
Hospitality Management	A-L M-Z	Jaymi Wenzel Philip Aguinaga
Merchandising	A-L M-Z	Amanda Johnson Jon Bartlett
Retailing	A-L M-Z	Amanda Johnson Jon Bartlett

Could you be dropped from your courses?

- It is imperative that students pay for all enrolled classes. **Please check your online schedule daily through the 12th class day to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc.
- ***Students cannot be reinstated for any reason after the 12th class day regardless of situation.*** It is the student’s responsibility to ensure all payments have been made.

Are you receiving financial aid?

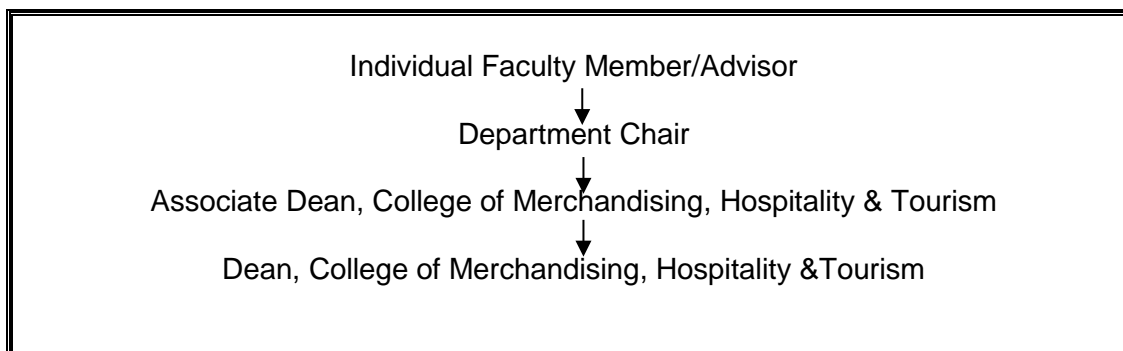
- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total attempted hours per semester.
- Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

Do you know these important dates in Spring 2018?

January 15	MLK Day – UNT Closed (No classes)
January 16	Classes begin
January 19	Last day to change or add a class (other than drop)
January 30	Beginning this date a student must first receive written consent of the instructor to drop a course.
February 23	Last day to drop a course or withdraw with a grade of W for courses student is not passing.
March 12 - 16	Spring Break – No classes
April 2	Last day for a student to drop a course (W or WF) with consent of instructor.
May 2-3	Pre-finals days
May 3	Last class day
May 4	Reading day – No classes
May 5-11	Final Exams (<i>Exams begin on Saturday</i>)
May 11-12	Commencement

Do you know who to contact for a course-related or advising issue?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:



Do you require special accommodations?

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that

students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

Are you aware of safety regulations?

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Do you know the penalties of academic dishonesty?

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. See UNT policy:

https://policy.unt.edu/sites/default/files/06.003_StudentStandardsOfAcademicIntegrity_8_2017.pdf

Do you know behavioral expectations for students enrolled in this course?

- Student are expected to be respectful of others, i.e., other students and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNTs expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at www.deanofstudents.unt.edu

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g.,

arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on how the course is taught. Student feedback is important and is essential as we strive for excellence.

Do you know the date/time of the final exam in this course?

Final exams or other appropriate end of semester evaluations will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. **Please check the calendar early in the semester to know our exam schedule.**

Are you thinking about dropping course?

- **A decision to drop a course may affect your current and future financial aid eligibility.** Visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. Talk to your academic advisor or Student Financial Aid if you think about dropping a course.
- A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course.*

If approved, the instructor will contact the Director of CMHT Advising in Chilton 385 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W".** If you are taking only online courses and your instructor approves the drop, please contact the CMHT Director of Advising for instructions.

Do you know what you may be missing?

- Your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information.
- The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

Are you considering transferring a course to meet UNT degree requirements?

Any CMHT equivalent course from another university must receive prior approval from the CMHT academic advisor to insure that all CMHT degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence ***must have prior advisor approval.***

Are you an F-1 visa holder?

- To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component must be approved in advance by the instructor and can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.
 - If such an on-campus activity is required, it is the student's responsibility to do the following:
 - (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
 - (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.
- **Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.**

Do you know what to do in an emergency or UNT closure?

- UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu.
- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.