**Syllabus Fall 2025**

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|  | University of North TexasCollege of Merchandising, Hospitality, and Tourism Department of Hospitality and Tourism Management **HMGT 3300.401** **Hospitality Industry Marketing & Sales** |

**Instructor Contact**

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| **Name**: Jeff Britain | **Email:** Jeffrey.britain@unt.edu (Please use the email subject: HMGT 3300)  |
| **Office Location**: Chilton 355E | **Class Meet**: 100% Online  |
| **Office Hours**: Mondays and Wednesdays appointment | **Class Location**: Canvas |

**Course Description**

Application of marketing principles, methods, and techniques to the hospitality service product. Analysis of principles of guest behavior, market research, promotion, and marketing strategies. Function of convention and meeting sales related to lodging and tourism operations. Application of menu engineering techniques.

**Pre-requisites**

HMGT 1500 (may be taken concurrently).

**HTM Program Learning Outcomes**
PLO1: Students will develop appropriate strategies for reaching their career goals in the global
hospitality and tourism fields.
PLO2: Students will develop analytical and quantitative skills enhanced by information
technology to support smart business decisions in the Hospitality and Tourism Industry.
PLO3: Students will integrate hospitality and tourism business principles and current trends to
lead in diverse, collaborative, and global environments.
PLO4: Students will apply innovative and imaginative methods to Hospitality and Tourism
businesses utilizing ethical and sustainable practices.
PLO5: Students will demonstrate effective and efficient communication skills in all settings

**Course Learning Objectives**

**Upon successful completion of this course, the students will be able to:**

* Define marketing concepts and its business philosophy (PLO 2)
* Identify four service characteristics affecting the hospitality industry
* Analyze the role of marketing in an organization’s overall strategies (PLO 2)
* Describe the components of a company’s marketing environment
* Explain the underlying concept of marketing research process
* Evaluate consumer behavior characteristics and the buyer decision process
* Develop bases for market segmentation and analyze market positioning
* Compare the product levels and distinguish branding strategies in product development (PLO 2)
* Outline and apply different pricing strategies
* Describe the nature of distribution channels available to the hospitality industry
* Explain the components of promotion mix when setting a promotional plan (PLO 5)
* Create a marketing plan for a hospitality/tourism business (PLO 5)

**Required Materials**

Kotler, P. T., Bowen, J. T., & Baloglu, S. (2021). *Marketing for Hospitality and Tourism*, (8th Edition). Hoboken, NJ: Pearson.

Online purchase link:

* <https://www.vitalsource.com/referral?term=9780135209868>
* <https://www.pearson.com/en-us/subject-catalog/p/marketing-for-hospitality-and-tourism/P200000001367/9780137499014>

Other required materials & suggested readings are posted on Canvas.

**Technical Support**

Student Helpdesk: Sage Hall 130; 940-565-2324; helpdesk@unt.edu

**Technical Skill Requirements**

Minimum technology skills for successful completion of this course include:

* [Navigating Canvas.](https://community.canvaslms.com/docs/DOC-10701)
* Sending and receiving email.
* Posting to discussion boards.
* Creating, sending, and receiving Microsoft Word documents.
* Opening and printing pdf files using free [Adobe Acrobat Reader.](https://get.adobe.com/reader/)

**Netiquette**

It is important for students to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and instructors. In an online class it is common for a very substantial portion of your grade to be a function of how well you perform in online discussion areas and other “classroom participation” activities. Your ability to clearly and properly communicate in an online class can be as important to your success as how you perform on multiple choice tests and written assignments.

These guidelines for online behavior and interaction are known as “netiquette”. When communicating online, you should always:

* Treat instructor with respect, even in email or in any other online communication.
* Use clear and concise language. Be respective of readers’ time and attention.
* Remember that all college level communication should have correct spelling and grammar.
* Avoid slang terms such as “wassup?” and texting abbreviations such as “u” instead of “you”.
* Use standard fonts such as Times New Roman and use a size 12 or 14 pt. font.
* Avoid using the caps lock feature AS IT CAN BE INTERPRETTED AS YELLING.
* Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or offensive.

**Course Expectations**

As the instructor in this course, I am responsible for:

* Providing course materials that will assist and enhance your achievement of the stated course g oals guidance.
* Answering any questions that you may have regarding this course.
* Providing timely and helpful feedback within the stated guidelines.
* Assisting in maintaining a positive learning environment for everyone.

As a student in this course, you are responsible for:

* Reading and completing all requirements of the course in a timely manner.
* Working to remain attentive and engaged in the course and to interact with your classmates.
* Assisting in maintaining a positive learning environment for everyone.

**Each Week/Module and Related Assignments will Open on Monday at 12:00 AM and Weekly Assignments will Close on Sunday at 11:59 PM**

**Course Grading**

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| **Measurements** | **Points** | **Percentage%** |
| (1) 3 Exams (Exam 1, Exam 2, and Final) | 150 points | 36% |
| (2) Quizzes (110 questions @ 1 pt each) | 110 points | 26% |
| 1. Discussion Forum
	* Self-introduction discussion: 5 pts
	* Module discussions: 11 @ 5 pts
 | 60 points |  |
| (3) Semester Project – Marketing Plan | 100 points | 22% |
| (4) Case Study Report: 4 @ 20 pts each | 80 points | 16% |
| **Total** | **500 points** | **100%** |

**Grading Scale: (Final grade is point-based. Please do NOT email the instructor to round up %)**

**A = 450 – 500 points**

**B = 400 – 449 points**

**C = 350 – 399 points**

**D = 300 – 349 points**

**F = 0 – 299 points**

* **NO Late take or submission is allowed unless the absence is officially approved by the** [**UNT Dean of Students**](https://studentaffairs.unt.edu/dean-of-students) **(Student Union Suite 409; 940-565-2648; deanofstudents@unt.edu).**
1. **Exams:** (**36%** of your total grade) There are **three exams during the semester: Exam 1, Exam 2, and Final Exam**. Each exam is worth 50 points. Exams are non-cumulative and only covers new materials after the previous exam. Exam questions will consist of multiple choice and true/false questions. Each exam will be open for **48 hours only on Canvas (open on Wednesday & close on Thursday; except the final exam).** Once students start the exam, you will have **90 minutes** to finish the exam.
2. **Quizzes:** (**26%** of your total grade) There are a total of 11 quizzes in class, one quiz for each module. Each question is worth 1 point. Quizzes are online and must be finished in a set time. You have **TWO** attempts to take each quiz. Quiz for each module will be **closed on Sunday** of the module week and will **NOT** reopen. Please remember to take the quiz on time.
3. **Discussion Forum:** (**16%** of your total grade) There will be 13 discussions, one discussion for each module plus a self-introduction discussion. Each discussion is worth 5 points. Except self-introduction, all discussions serve as module exit surveys. In each discussion, you are required to post ONE discussion and respond to ONE discussion (others’ posts). Your initial discussion post consists of TWO main takeaways from the module learning and ONE question that concerns you the most. Your initial discussion post must be posted by 11:59pm on **Thursday** of the module week. Your response post will CORRECTLY answer ONE question brought up in another student’s post. Your response post must be posted by 11:59pm on **Sunday** of the module week.

Discussion Forum points are earned according to the quality of the post. When you post on the discussion forum, please stay on topic and incorporate your own knowledge and experiences. Please use proper netiquette.

**My role in the class is facilitator and observer in this online environment.** As such, I generally do not participate in the online discussion boards except periodically making note of extraordinary analysis and reflection. However, ongoing posts will be monitored by me throughout the semester to ensure that guidelines are followed.

1. **Marketing Plan Project:** (**22%** of your total grade) Each student will create a full **Marketing Plan** for a **real** hospitality company that is competitive and effective. Local companies are preferable and the company where you are currently employed is highly encouraged. The marketing plan is divided into **four parts** and due at different weeks throughout the semester (**on Sunday** of the week). More information and details will be provided in the document - *Marketing Plan Project Guideline & Rubrics*.

Each part of the marketing plan will be submitted *using* ***Turnitin*** *plagiarism check on Canvas*. Your Turnitin similarity report percentage must be **less than 25%**. If higher than or equal to 25%, you will automatically receive a grade of **0**. Please check your similarity score and resubmit accordingly.

1. **Case Study Reports**: (**22%** of your total grade) There are four case study reports with 20 points each. **Cases are located inside the textbook (Kotler et al., 2021, pp. 578-634).** Students will apply their knowledge acquired throughout the course to solve the case studies and answer questions. The rubrics for case study report is posted on Canvas in assignment drop box.

The case study report will be submitted *using* ***Turnitin*** *plagiarism check on Canvas*. Your Turnitin similarity report percentage must be **less than 35%**. If higher than or equal to 35%, you will automatically receive a grade of **0**. Please check your similarity score and resubmit accordingly.

**Academic Integrity**: *Plagiarism is taking credit for someone else’s work whether deliberately or unintentionally. This includes but is not limited to turning in all or part of an essay written by someone else (a friend, an internet source, etc.) and claiming it as your own, and including information or ideas from research material without citing the Source. Feel free to consult with me before completing assignments if you have any questions about what does or does not constitute plagiarism. More generally, please familiarize yourself with UNT Policy 06.003,* [*Student Academic Integrity*](https://policy.unt.edu/policy/06-003)*, which applies to this course.*

*Of course, I do not anticipate any problems with academic integrity. In the unlikely event that any concerns do arise on this score, I will forward all related materials to the Office of Academic Affairs and the Dean of Students Office for an impartial adjudication. Plagiarism is a serious offense and will not be treated lightly. Depending on the seriousness of the offense,* ***it may lead to an “F” or a numerical value of zero on the assignment, an “F” or an “FF” grade (the latter indicating academic dishonesty) in the course, suspension, or expulsion from the University****.*

**Tentative Course Schedule (Subject to change)**

Each Week/Module and Related Assignments will Open on Monday at 12:00 AM and Weekly Assignments will Close on Sunday at 11:59 PM

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| **Week****Date** | **Topic** | **Readings** | **Assignments** |
| Week 1 | Course Introduction  | Syllabus | Syllabus Quiz Discussion 0: Self- introduction |
| **Week 2** | Module 1: Introduction to Hospitality Marketing | Chs. 1 & 18 | Module 1 QuizDiscussion 1**Marketing Plan** – **Company Overview** |
| Week 3  | Module 2: Services Marketing | Ch. 2Case 4 (p. 586 – 588) | Module 2 QuizDiscussion 2Case Study Report (Case 3: Airbnb) |
| Week 4   | Module 3: Strategic Marketing Planning | Ch. 3 | Module 3 QuizDiscussion 3 |
| Week 5 | Module 4: Marketing Environment | Ch. 4 | Module 4 QuizDiscussion 4  |
| **Week 6** | **Exam 1** Working on your **Marketing Plan**  |   | **Marketing Plan - Part I** |
| Week 7  | Module 5: MIS & Marketing Research | Ch. 5Case 7 (p. 596 – 601)  | Module 5 QuizDiscussion 5Case Study Report (Case 7: Australian Tourist Commission) |
| Week 8  | Module 6: Consumer Behavior | Ch. 6 | Module 6 QuizDiscussion 6 |
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| Week 9 | Module 7: Customer-Driven Marketing Strategy | Ch. 8 | Module 7 QuizDiscussion 7 |
| Week 10  | Module 8: Product & Branding | Ch. 9 | Module 8 QuizDiscussion 8 |
| **Week 11** | **Exam 2** Working on your **Marketing Plan**  |   | **Marketing Plan - Part II** |
| Week 12 | Module 9: Pricing | Ch. 11Case 15 (p. 616 – 617)  | Module 9 QuizDiscussion 9Case Study Report (Case 15: Spirit Airlines) |
| Week 13  | Module 10: Distribution Channels | Ch. 12 | Module 10 QuizDiscussion 10 |
| Week 14 | Module 11: Promotion | Chs. 14 & 18Case 18 (p. 622 – 625)  | Module 11 QuizDiscussion 11Case Study Report (Case 18: Tropicana Fishing Lodge) |
| **Week 15**  | Finalizing your **Marketing Plan** |  | **Completed Marketing Plan** |
| **Week 16** | **Final Exam** **(Opens on Monday and Closes on Wednesday)** |  |  |

**Course Objective & Assessment Matching Table**

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| **Course Objective** | **Module Objective** | **Assessment** |
| Define marketing concepts and its business philosophy; | Describe the importance of marketing to the hospitality and tourism industry. | Quiz 1 |
| Define marketing and outline the evolution of marketing philosophy. | Quiz 1 |
| Explain the marketing concepts in customer orientation. | Quiz 1 |
| Outline the steps in developing a marketing plan. | Quiz 1Marketing Plan Project |
| Explain the major trends impacting the marketing landscape. | Quiz 1Marketing Plan Project |
| Identify four service characteristics affecting the hospitality industry: | Describe a service culture. | Quiz 2 |
| Identify four service characteristics that affect the marketing of a hospitality or travel product. | Quiz 2Case Study Report (Case 3) |
| Explain seven marketing strategies for service businesses. | Quiz 2Marketing Plan Project |
| Analyze the role of marketing in an organization’s overall strategies; | Explain the factors of a high-performing business. | Quiz 3 |
| Discuss the role of marketing in the corporate strategic planning process. | Quiz 3 |
| Explain how marketing works with its partners to create and deliver customer value. | Quiz 3 |
| Summarize marketing’s role in developing a customer-driven marketing strategy and the marketing mix. | Quiz 3 |
| Explain the four marketing management functions. | Quiz 3 |
| Discuss how to measure and manage return on marketing investment. | Quiz 3 |
| Describe the components of a company’s marketing environment; | Summarize the components of a company’s marketing environment. | Quiz 4 |
| Describe the microenvironmental forces that affect the company’s ability to serve its customers. | Quiz 4Marketing Plan Project |
| Describe the macroenvironmental forces that affect the company’s ability to serve its customers. | Quiz 4Marketing Plan Project |
| Discuss how companies can be proactive rather than reactive when responding to environmental trends. | Quiz 4 |
| Explain the underlying concept of marketing research process; | Explain the importance of information in gaining insights about the marketplace and customers. | Quiz 5 |
| Define the marketing information system and discuss how marketing information is developed. | Quiz 5 |
| Outline the steps in the marketing research process and explain how companies analyze and use marketing information. | Quiz 5 |

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|  |  | Case Study Report (Case 7) |
| Evaluate consumer behavior characteristics and the buyer decision process; | Explain the model of buyer behavior. | Quiz 6 |
| Outline the major characteristics affecting consumer behavior, and list some of the specific cultural, social, personal, and psychological factors that influence consumers. | Quiz 6 |
| Explain the buyer decision process and discuss need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior. | Quiz 6 |
| Develop bases for market segmentation and analyze market positioning; | Define the major steps in designing a customer-driven marketing strategy. | Quiz 7 |
| List and discuss the major bases for segmenting consumer markets. | Quiz 7Marketing Plan Project |
| Explain how companies identify attractive market segments and choose a market- targeting strategy. | Quiz 7 |
| Discuss how companies differentiate and position their products for competitiveadvantage. | Quiz 7Marketing Plan Project |
| Compare the product levels and distinguish branding strategies in product development; | Define the term product and explain critical elements to keep in mind when designing a product. | Quiz 8 |
| Define the term brand and explain strategies and decisions companies make in buildingand managing their brands. | Quiz 8 |
| Explain the new-product development process and product development through acquisition. | Quiz 8 |
| Describe the product life cycle and how it can be applied to the hospitality industry. | Quiz 8 |
| Identify the challenges of international product and services marketing. | Quiz 8 |
| Outline and apply different pricing strategies; | Explain internal and external factors affecting pricing decisions. | Quiz 9 |
| Describe the differences among general pricing approaches. | Quiz 9Case Study Report (Case 15) |
| Explain product pricing strategies for new products and existing products. | Quiz 9Marketing Plan Project |
| Describe revenue management and explain tools used by revenue managers. | Quiz 9 |
| Explain consideration in psychological pricing. | Quiz 9 |
| Discuss the key issues related to price changes. | Quiz 9 |
| Describe the nature of distribution channels available to the hospitality industry; | Explain how and why companies partner with other companies to sell products. | Quiz 10 |
| Describe hospitality distribution channels. | Quiz 10Marketing Plan Project |
| Explain channel behavior and organization. | Quiz 10 |

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|  | Describe key aspects of channel management for hospitality companies. | Quiz 10 |
| Explain the components of promotion mix when setting a promotional plan; | Describe the components of a company’s total promotion mix. | Quiz 11 |
| Explain the process and advantages of integrated marketing communications. | Quiz 11 |
| Outline the steps in developing effective marketing communications. | Quiz 11 |
| Explain how to develop effective communications. | Quiz 11Case Study Report (Case 18) |
| Describe the processes used to determine promotion budget and mix. | Quiz 11Marketing Plan Project |
| Define advertising and describe the major decisions in advertising. | Quiz 11 |
| Define public relations and explain the different public relations activities. | Quiz 11 |
| Describe the public relations process. | Quiz 11 |
| Create a marketing plan fora hospitality/tourism business. |  | Marketing Plan Project |