

**UNIVERSITY OF NORTH TEXAS**  
**COLLEGE OF MERCHANDISING, HOSPITALITY & TOURISM**  
**Spring 2021**

**HMGT 3300 - Hospitality Industry Marketing & Sales**

*Tuesday & Thursday*  
*2:00 pm – 3:20 pm*  
*Gateway Room 142*  
*Attendance*  
*Required*  
3 Credit Hours

Joe O'Donnell, Ed.D.  
*Senior Lecturer - Hospitality & Tourism*  
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**Prerequisite (s):** ***MUST have taken Prerequisites!***

**Required Text:**

- Kotler, P., Bowen, J., Makens, J. & Baloglu, S. (2017). *Marketing for Hospitality and Tourism* (7<sup>th</sup> Ed.) Boston, MA: Pearson.
- Assigned Readings - Journal Articles, PowerPoint's™, Case Studies and Handout Materials may be distributed via Canvas in *PDF Format*.

***Suggested Textbook:***

- American Psychological Association. (2010). *Publication Manual of the American Psychological Association* (6th Ed.). Washington, DC: American Psychological Association.

**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.

**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.

**Learning Outcomes (Upon completion of this course, students will be able to):**

- Present and analyze marketing concepts and strategies specific to the hospitality industry (PLO2)

- Understand and be able to present the steps involved in the business strategy planning process, including the analysis of a business with particular emphasis on the marketing plan (PLO2)
- 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 (PLO2)
- Outline the factors affecting pricing decisions (PLO3)
- Describe the nature of distribution channels within the hospitality industry
- Evaluate the role of the internet, database, and direct marketing in developing marketing campaigns
- Understand the current trends within the online marketplace with an emphasis on SEO, paid search, and social media
- Have a working knowledge of the integration of marketing, sales and the internet as vital parts of the hospitality industry (PLO2)

### **Course Format**

The course utilizes a combination of lecture, tests, class discussion, interactive activities (*team-based learning*) and field assignments (*e.g., project*). You are encouraged to actively participate in discussions by asking questions and/or providing feedback. Quizzes and assignments will be given frequently (each week) throughout the semester.

### **Exams**

*Three Exams* (Exam I, II, & III) will be given throughout the semester. Each exam will cover the materials discussed and covered in class and readings (text and assigned). The lowest *ONE* out of *THREE* Exam grades will be dropped in calculating your final test grade. **Exams** will cover all material presented in lectures, weekly quizzes, class activities, assignments, projects, reading assignments, guest speakers, and other indicated sources. **No make-up exam** will be given unless arrangements are made with the instructor's approval.

### **Comprehensive Examination**

*One Comprehensive Exam* is required at the end of the semester. The **Comprehensive Exam** will cover **ALL** content covered in the *Hospitality Management Curriculum*. **No make-up exam** will be given.

### **Research Project (Paper)**

*Your marketing research project consists of a paper and presentation and represents 25% of your overall final grade. Specifics for these assignments will be discussed in class throughout the semester.*

#### **Paper**

Students will work within assigned teams of **three** throughout the semester on a Marketing Project Paper. Specifics will be discussed in the second week of class. *Specific topics for your Team Paper will be discussed in class.*

Student teams will select a destination topic to develop around established parameters determined by your instructor. Student groups will explore a destination and provide in-depth marketing background and explore critical issues as it relates to a selected tourism destination. Again, specifics will be discussed in class.

During the semester, each team will be expected to be actively involved in researching marketing dynamics and characteristics as selected by your instructor. Teams will be responsible for assessing past, present and future marketing trends based upon the assigned destination as defined through instructor cues, table and active research, participative research, interviews with relevant individuals (operational, community, government, etc.), and discussions with guest lectures and other key informants.

*The "working" central theme of this project is "Past, Present and Future Marketing Dynamics in Developing Destinations using the economic, social/cultural, and environmental dimensions of the triple bottom line."*

Specifics about this project will be discussed throughout the semester. The *Team Research Paper* grade will constitute **25% of your overall final grade**.

- (1) Grading will be based on quality of research conducted, accuracy of analysis, professional appearance of the report, and grammar and quality of writing (see "*Submission of Written Assignments*").
- (2) Individual team members will conduct a *self and individual team member assessment* based upon their attendance, performance, contribution, and their ability to work within a team environment.

Results of these assessments will constitute *25% of your final individual paper grade*. Results of individual evaluations will be kept confidential. Team paper evaluations are due at the same time as your team project paper (*submit individually*).

**Quizzes (Required)**

Each week students will be responsible for the completion of chapter quizzes from the content provided in course readings. Quizzes will be due the following week after they are assigned and **MUST** be submitted to the instructor of Teaching Assistant in order to receive credit.

**Class Attendance (Required)**

Attendance is required for the successful completion of this course.

**Course Webpage & On-line Communication**

The course website is located Canvas (<https://unt.instructure.com/login/ldap>). In order to log on, you will need your UNT Login and Password. Canvas is intended to enhance class communications, and therefore it **does not** replace regular class sessions and face-to-face appointments with the instructor unless otherwise directed. This site provides the following:

- Syllabus and Schedule
- Handouts – Class notes, supplementary readings, team projects guidelines, assignments and quizzes.
- Grades – Assignments, quiz, extra-credit, project, and exam.
- Discussions (*if posted*) – Express your views regarding current and contemporary issues and exchange your ideas with your team members and other classmates.
- Email/Messaging – Communicate freely without having to remember other’s e-mail accounts.

The course Canvas pages is only open to students registered in this course and can only be used for the purpose of this course. You are expected to check the site on a regular basis (*at least twice a week*). *I strongly recommend you to check your student **UNT e-mail** on a regular basis as this is the official UNT communication method. I may announce the cancellation of class, a change of class time and room and/or other important information you may need to know for this course and/or what we will be doing in lieu of formal class in the event of campus closure.*

**Revisions**

***The instructor reserves the right to revise this syllabus and list of requirements when, in their judgment, such revision will benefit the advancement of the course goals and objectives.***

**Grade Breakdown:**

*Your individual course grade will be based on a 100 point total.*

Homework and Quizzes .....	10% Total
Class Participation .....	10% Total
Group Project: Marketing Paper .....	25% Total
Exam (Best 2 of 3 Exams) .....	35% Total (17.5% Each)
Comprehensive Exam .....	20% Total
<b>Total Points .....</b>	<b>100% Total</b>

- *The lowest exam grade out of three Exams (Exam I, II, & III) will be dropped. The Comprehensive exam is not included in this calculation and will be calculated separately.*
- ***\*Extra Credit will be announced and given upon the completion of research assignments/projects during the semester.***

**Grading Scale:**

A	90% - 100%
B	80% - 89.9%
C	70% - 79.9%
D	60% - 69.9%
F	<60%

## Submission of Written Assignments

Assignments should be submitted through CANVAS unless otherwise specified. Late submission of written assignments will not be accepted after 24 hours from the due date. If the assignment is submitted late (within 48 hours of the due date), then it will be penalized with a loss of 20 points (20%) per day up to two days. A "0" (zero) will be automatically assigned to the student if the project is not received after 48 hours of the due date.

### Guidelines:

Written assignments will be evaluated for their quality of content, completeness, professional presentation, grammar, and meeting stated APA submission guidelines.

All written assignments are to be submitted typed and in a professional format. References must be cited using either **APA** (refer to <http://www.apastyle.org> and/or the two page handout for APA guidelines). Please carefully **review and proof read** all written assignments prior to submission. Papers must utilize the following style format:

- Title page including the paper's title centered on the page. Additionally, name, course name and number, instructor, and date must appear in the upper right hand corner of the title page.
- Single sided **ONLY**
- One-inch margins on each page.
- Text must be double-spaced on each page (*except title page*).
- Page numbers (*centered on the bottom of each page - except the title page*).
- Size 12 font (*Arial, Times New Roman, or other true type font*).
- Copies of all resource material must be turned in with your paper when requested.
- Again, references must be in **APA Format**. *\*Papers and assignments will only be accepted in this format and points will be deducted if failure to meet these guidelines is identified.*

### Grading Rubric for Project Paper (Out of 100 Points):

- **20% of the points will be deducted for technical errors in grammar, citations, diction, spelling, punctuation or format.**
- 60% will be based upon content in terms of adequate coverage, analysis, and summary/discussion of the topic.
- 20% will be based upon a student's contribution of thought to the paper.

## Class Policies and Professor's Expectations

The University's expectations for student conduct apply to all instructional forums. The Code of Student Conduct is located at [http://www.unt.edu/csrr/student\\_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html)

### Online Class Decorum

Please be professional in all verbal and online discussions, questions, responses, and conversations in this course. No abusive or offensive language is permitted (as determined by instructor). This also applies to all written communication. Failure to comply with these rules will result in removal of access to the course until the issue is resolved with the instructor.

The quality of your future performance in your career depends on the degree of professionalism that you exhibit in your academic career. It is expected that students conduct themselves in a mature and professional manner during every aspect of the course.

Professionalism includes students' attendance during each class session, constructive participation in course dialog, contribution to classroom decorum, and completion of assignments. Students' final grade will depend on the degree of professionalism that you demonstrate in this course. In order to create a professional online classroom environment, please follow the following rules:

- Please review and complete course assignments and discussions in a timely manner (prior to class).
- Complete the assigned readings prior to the scheduled class.
- Pay attention to the lectures, guest speakers, videos, and discussions, write down any relevant notes, and participate in assignments and class discussions.
- Be a good teammate for your group members (if assigned).

- Academic dishonesty is **not** tolerated.
- Ask as many questions as needed, within reason.
- Inappropriate behavior in the classroom shall result in removal of access to the course.

### **Responsibilities of Students**

1. Exhibit classroom behavior that does not infringe on another students' right to learn.
2. Attend all classes, recognizing that absences will adversely affect the final grade. Two-point five percent (2.5%) of a student's total grade for the semester will be deducted for *each* unexcused absence.
3. Fulfill course assignments and requirements, recognizing that unfulfilled assignments and requirements will adversely affect the final grade. Students are expected to complete reading assignments, cases, and other assignments prior to class.
4. Abide by student and academic regulations as published by UNT.
5. Assignments are due at the beginning of the class period unless otherwise stated.

Upon entering the classroom, please ***TURN OFF or MUTE*** mobile phones and other electronic devices that may be disruptive to the classroom environment. The instructor must approve use of technological equipment in the classroom. Please make your requests for computers, projection equipment and other technologies for presentations/demonstrations two (2) class periods prior to the scheduled class.

### **Revisions:**

*The instructor reserves the right to revise this syllabus and list of requirements when, in his judgment, such revision will benefit the advancement of the course goals and objectives.*

## HMGT 3300 - Hospitality Industry Marketing & Sales Tentative Class Schedule

<u>Date</u>	<u>Scheduled Topic(s)</u>	<u>Readings/Assignments</u>
01/12/21	Course Introductions; Syllabus Review	
01/23/21	Ch. 1 Marketing for Hospitality & Tourism	Chapter 1
01/19/21	Ch. 2 Service Characteristics of Hospitality & Tourism	Chapter 2 – Quiz 1 Due
01/21/21	Ch. 2 Service Characteristics of Hospitality & Tourism	Chapter 2 – Quiz 2 Due
01/26/21	Ch. 3 The Role of Marketing in Strategic Planning	Chapter 3 – Quiz 3 Due
01/28/21	Ch.4 The Marketing Environment	<i>Chapter 4 &amp; Project Teams Assigned</i>
02/02/21	Ch.4 The Marketing Environment & TBD	Chapter 4 & TBD - - Quiz 4 Due
<b>02/04/21</b>	<b>TEST I and Project Destinations Due</b>	<b>Project Destinations Due</b>
02/09/21	<i>Ch. 5 Managing Customer Information to Gain Customer Insights</i>	<i>Chapter 5 – Quiz 5 Due</i>
02/11/21	<b>Project Work</b>	Chapter 5
02/16/21	Ch. 6 Consumer Markets and Buying Behavior	Chapter 6 – Quiz 6 Due
02/18/21	Ch. 7 Organizational Buyer Behavior	Chapter 7 – Quiz 7 Due
02/23/21	<b>Project Work</b>	
02/25/21	<b>Project Work</b>	
03/02/21	<i>Ch. 8 Customer-Driven Marketing Data: Creating Value for Target Customers</i>	
03/04/21	<i>Ch. 8 Customer-Driven Marketing Data: Creating Value for Target Customers</i>	Chapter 8 – Quiz 8 Due
<b>03/09/21</b>	<b>TEST II</b>	
03/11/21	<i>Ch. 9 Designing and Managing Products and Brands: Building Customer Value</i>	Chapter 9 Due
03/16/21	Ch. 10 Internal Marketing	Chapter 10 – Quiz 10 Due
03/18/21	<b>Project Work</b>	
<b>03/23/21</b>	Ch. 11 Pricing: Understanding and Capturing Customer Value	Chapter 11 – Quiz 11 Due
03/25/21	<b>Project Work</b>	
03/30/21	Ch. 12 Distribution Channels	Chapter 12 - Quiz 12 Due
<b>04/01/21</b>	<b>TEST III</b>	
<b>04/06/21</b>	Ch. 13 Engaging Customers and Communicating Customer Value and Advertising	Chapter 13 – Quiz 13 Due
04/08/21	<b>Project Work</b>	Chapter 15 & 16 – Quiz 15 & 16 Due
04/13/21	<b>Project Work</b>	
04/16/21	<b>Project Work</b>	
04/20/21	<b>Project Work</b>	
<b>04/22/21</b>	<b>Project Work</b>	<b>Final Project Paper Due (ALL TEAMS)</b>
<b>04/28/21</b>	<b>COMPRHENSIVE EXAM</b>	