

DEPARTMENT OF HOSPITALITY  
& TOURISM MANAGEMENT  
College of Merchandising, Hospitality & Tourism



**HMGT 3300 – Marketing & Sales in Hospitality**  
**University of North Texas**  
**College of Merchandising, Hospitality and Tourism**  
**Course Outline / Syllabus**  
**Fall 2015**

**COURSE INSTRUCTOR CONTACT INFORMATION**

Mrs. Rosa A. Malave  
E-mail: Rosa.Malave@unt.edu  
Office: Chilton Hall #359E  
Phone: 940-565-4696  
Fax: 940-565-4348  
Office Hours:  
Monday & Thursday 2:00pm – 4:00pm  
(Other hours by appointment)

**CLASS MEETINGS**

**A)**

**Course:** HMGT 3300 – Marketing & Sales in Hospitality

**Section:** 001

**Day:** Thursday

**Time:** 5:30 pm-8:20 pm

**UNT Building:** Sage Hall

**Room Number:** SAGE 176

**Location:** 1167 Union Circle  
Denton, TX 76201

**B)**

**Course:** HMGT 3300 – Marketing & Sales in Hospitality

**Section:** 002

**Day:** Monday

**Time:** 5:30 pm-8:20 pm

**UNT Building:** Life Sciences Complex

**Room Number:** LIFE A419

**Location:** 1510 Chestnut St. Denton  
Denton, TX 76201

**STUDENT ASSISTANT CONTACT INFORMATION**

Rosa Jimenez-Chavez  
Email: Rosa.JimenezChavez@unt.edu  
Phone: 940-565-4696  
Cellphone: 214-517-5758-You can send Text Message.

## **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, digital marketing, search engine optimization, paid media, social media, and the development of a marketing plan as well as business analysis.

## **COURSE OBJECTIVES**

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

## **REQUIRED TEXT**

Required Text: Kotler, Bowen, and Makens 2006. Marketing for Hospitality and Tourism, 6TH Edition. New Jersey: Prentice Hall ISBN 10: 0-13-278402-5

## **COURSE PREREQUISITES**

Junior standing

## **TEACHING METHODOLOGY**

This class uses a combination of lectures, multimedia content, guest lectures, and class discussions. A term project will be conducted to enhance learning through the creation and presentation of a real life business analysis and marketing proposal.

## **PURPOSE AND MAJOR OBJECTIVES OF THE COURSE**

Through lecture, class presentations, class meetings, industry dialogue (Guest Speakers), web-based(Blackboard) modules and assignments, discussion, marketing assignments, quizzes, exams, and other experiential activities such as analyze case studies, articles, news, movies & more students will develop a set of highly valued skills that will prepare them for Sales & Marketing in the Hospitality and Tourism environment.

## **ADMINISTRATIVE POLICIES**

- In-class behavior – cell phones are not permitted. If you are seen texting you will be asked to leave the lecture and will not receive attendance points. Laptops and tablets may be used for note taking purposes, however if these devices become a distraction you will be asked to put them away. Laptops or Ipads will only be allowed if documentation has been provided from the Office of Disability Accommodation verifying a student needs it for a classroom accommodation.
- Students should be prepared for each 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. Additional materials not listed on the syllabus will be posted to Blackboard and it is your responsibility to read these before class; I will send a message alerting everyone when new materials are posted and the date in which they will be covered.
- As this is a Junior/ Senior level course and guest speakers will present during the class periods, your appearance is valuable. More often than not students wish to speak with a guest speaker about possible internships or career opportunities, therefore be mindful of your appearance when coming to this class. It's certainly not expected that you wear a suit but please come to class appropriately dressed to meet your future employer. Please bring your business card and/or Resume if you would like to provide to the guest speaker.
- Reading unrelated material and excessive talking with your neighbor are not conducive to learning. None are acceptable in the classroom.
- Each class session will be used to clarify problems in the readings and then elaborate on the text content. Individual questions are welcome in class discussion as long as the question fits in the scope of discussion.

## **COURSE REQUIREMENTS / STUDENT RESPONSIBILITIES**

Students are responsible for all materials presented in the online setting(Blackboard) and In-class meetings, including guest speakers, discussions, modules, reading assignments, information in the course packet provided on Blackboard or In-class meetings and all other announcements, assignments and projects. Students are responsible for completing all exams, quizzes, and assignments as scheduled.

## **ATTENDANCE/PARTICIPATION**

Regular attendance and punctuality are expected and will be assessed in the attendance/participation grade. Attendance will be taken each class period. Students' are expected to come to class prepared and will be evaluated on contributions made to class discussions. Excused absences are not automatic and will be considered on a case-by-case basis. Documentation may be requested for an absence to be excused. If you have to miss class, it will be your responsibility to secure notes from a classmate. As is the case in a professional work environment, it will be the expectation that you will be in class and ready to begin at the start of class. Consider class a business meeting where tardiness is unacceptable.

Consistent and attentive on-campus class attendance is vital to academic success, and is expected of all students. Regular attendance and punctuality are expected just like in a professional work environment. Attendance will be taken during each of the on campus class meetings and could have an influence on your final grade. If you are not in class when attendance is taken or leave early, you will be considered as absent and not allowed to sign the attendance sheet. Do not ask after class to sign the attendance sheet. Sign the attendance sheet only for yourself. Forging another student's name is a form of cheating and will be reported to the Center for Student Rights and Responsibilities. You are responsible for attending every class meeting. If you are absent, it is your responsibility to secure lecture notes on your own from another student in the class. Excused absences are not automatic and will be considered only on a case-

by-case basis by the instructor. **Documentation (doctor's note, obituary, etc.) must be presented to the instructor within a week of the absence for an absence to be considered as possibly excused.** Excused absences will be considered for state-recognized religious holidays, official school activity, official military service, jury duty, personal serious illness, or a death in the student's immediate family.

#### **LATE WORK:**

**Late assignments will not be accepted and will result in a "0", except for the case of a documented and approved excuse (i.e. sickness confirmed by a physician, official school excuse).** Do not assume that a "late" assignment will be accepted. If the student does not complete the Assignment on time, student will receive "0" in the assignment.

#### **GRADE DISPUTE:**

**Once a grade is posted, a student has 5 working days to talk to the instructor to dispute the grade.** If the student does not meet with the instructor either during office hours or at another scheduled time within the 5 working days, the assignment grade stands as recorded and will not be reviewed at a later date.

#### **ADDITIONAL POLICIES AND INFORMATION**

##### **Class Decorum/Policies:**

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, etc.).

##### **Acceptable Student Behavior:**

Student 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 the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's 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](http://www.deanofstudents.unt.edu)

##### **Qualified Students under the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973:**

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. You may request accommodations at any time, however, 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.

### **Syllabus Revisions:**

The instructor reserves the right to revise the syllabus, list of requirements, and assignments when, in her judgment, such revision will benefit the advancement of the course goals and objectives. This syllabus is not a contract and can be changed at any time for any reason by the faculty member.

### **VISION OF THE HOSPITALITY & TOURISM MANAGEMENT PROGRAM**

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

### **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 Bachelor of Science in Hospitality and Tourism Management, students will be able to:

1. Demonstrate basic knowledge of theoretical constructs pertaining to the hospitality and 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.

### **FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES**

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered 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.

**If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.** Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your CMHT academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

### **ACADEMIC ADVISING**

- All pre-majors are required to meet with their Academic Advisor and receive an advising code to register for classes *each semester*. ALL students should meet with their Academic Advisor at least one time per semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.
- **Advising Contact Information (Chilton Hall 385 – 940.565.4635)**

Merchandising A-K  
Merchandising L-Z  
Hospitality Management A-K  
Hospitality Management L-Z  
Kelly Ayers, M.Ed.

Shannon Selby  
Brittany Barrett  
Jaymi Wenzel  
Philip Aguinaga, M.Ed.  
Home Furnishings & Digital Retailing

### Important for Timely Graduation

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. It is very important that you work with your advisor to be sure you are sequencing courses correctly (rather than taking courses scheduled at a convenient time) to avoid delayed 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.

### Payment Deadline

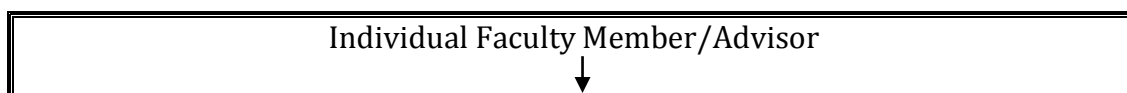
It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through the 12<sup>th</sup> class day (September 5) to insure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. ***CMHT will not be able to reinstate students for any reason after the 12<sup>th</sup> class day regardless of situation.*** It is the student's responsibility to ensure all payments have been made.

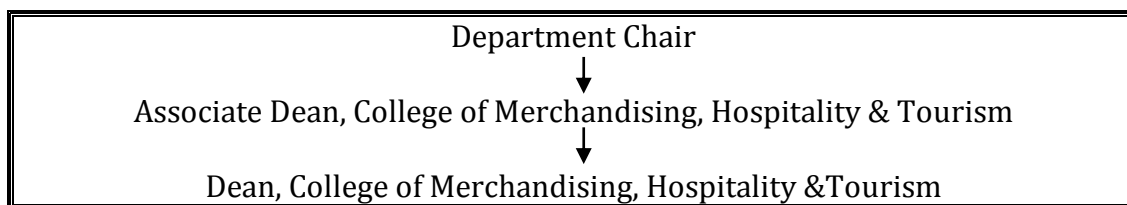
### IMPORTANT FALL 2015 DATES

August 24	First Class Day
August 28	Last day to add a class (deadline 4:30 pm)
September 7	Labor Day (no classes: UNT closed)
September 8	Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.
October 3	Beginning this date, instructors may drop students with grade of WF for nonattendance.
November 26-29	Thanksgiving (UNT closed)
November 28-Dec 4	Pre-finals week
December 3	Last day of classes
December 4	Reading Day (no classes)
December 5-11	Finals week ( <b><i>Exams begin on Saturday and end on Thursday</i></b> )
December 12-13	College Recognition Ceremony – Date/Time TBD

### CMHT PROTOCOL

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





### **OFFICE OF DISABILITY 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. You may request accommodations at any time, however, 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.

### **COURSE SAFETY STATEMENTS**

Students in the College of Merchandising, Hospitality and Tourism are urged to use proper safety procedures and guidelines. While working in laboratory 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 medial 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.

### **EXPECTED STUDENT BEHAVIOR**

Student behavior is expected to be respectful of both other students and faculty. Student 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 the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's 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](http://www.deanofstudents.unt.edu)

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### **STUDENT EVALUATION OF TEACHING EFFECTIVENESS (SETE)**

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available at the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

### **FINAL EXAM POLICY**

Final exams 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 course calendar early in the semester to avoid any schedule conflicts.**

### **ACCESS TO INFORMATION**

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site [www.my.unt.edu](http://www.my.unt.edu). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you 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/>

### **COURSES IN A BOX**

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.

### **IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES**

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 (which must be approved in advance by the instructor) 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](mailto:international@unt.edu)) to get clarification before the one-week deadline.

### **DROPPING AN ONLINE 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.

### **EMERGENCY NOTIFICATION & PROCEDURES**

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](http://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. **In the event of a university closure your instructor will message you through Blackboard to communicate with you about assignments, homework, etc.**

### **ACADEMIC DISHONESTY**

Academic dishonesty is unacceptable on exams, quizzes, or any other graded assignments. **Students who are found copying or using written materials without giving credit to the original authors will receive a grade of "O" for any assignment or exam and possibly an "F" for the entire course depending on the specifics of the incident.** 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. This is explained in the UNT Student Handbook. **Instructor may drop students automatically who do not follow academic dishonesty policy from the course or/and the program.**

In an academic institution, every member of the community must demonstrate the highest standards of academic honesty; one must produce work that is wholly one's own, whether it is in the form of taking a test, writing an essay or report, conducting an experiment, or completing an assignment.

**Cheating:** Cheating includes, but is not limited to, (1) use of any unauthorized assistance in taking quizzes, tests or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a member of the college faculty or staff

Examples of Cheating

- Looking at notes, books, cheat sheets, another student's answer, asking someone else how he/she answered a question, using prohibited electronic devices and taking a test/exam in place of another person
- Asking or paying someone to do work that was assigned to you, even if it is a small portion of a larger assignment
- If an instructor does not allow materials (tests, quizzes, etc.) to leave the classroom, you may not remove them. You may not have them in your possession. For example, if a friend who had the class in a previous semester removed tests from the classroom and passed them on to you; it is still against policy for you to have them, even if you weren't the one who took them in the first place.

**Fabrication:** Fabrication is the falsification or invention of any information, data, research materials, or citation in an academic exercise without authorization from the instructor.

Examples of Fabrication

- Analyzing one sample in an experiment and inventing data based on that single experiment for other required analyses
- Copying or altering another student's existing software or microcontroller code and presenting it as your own
- Altering or omitting data points that deviate from expected experimental results
- Manipulation of photography to distort results
- Making up an interview or event and presenting it as the truth

**Facilitating Academic Dishonesty:** Students who intentionally, willingly, or negligently allow their work to be used, copied, or submitted for credit by other students or who assist or attempt to assist another person in any act of academic dishonesty are in violation of this policy.

Examples of Facilitating Academic Dishonesty

- Purposely allowing another student to copy from your test during an exam
- Allowing your assignments, term paper, or other academic work to be used by another student to plagiarize
- Creating assignments, term papers, or other academic work for someone else
- Allowing another student to submit your assignments for credit in his/her name
- Clocking in, signing in, or otherwise reporting another student as being present in a class when he/she is not
- Communicating with people in other sections about the content of exams, quizzes, or other information that your instructor does not want shared

**Plagiarism:** Plagiarism is the representation of the words, ideas, or works of another person as one's own in an academic assignment. A college is like a factory for the production of words and ideas. Students earn grades and credits for the valuable words and ideas that they produce. Therefore, it is essential that the words and ideas of all members of the College are protected as their "intellectual property," and it is essential that no one pretends that other people's intellectual property is one's own.

Sometimes, people plagiarize intentionally, committing fraud by turning in someone else's work and passing it off as their own. Sometimes, people plagiarize unintentionally because they are confused about how to fairly and honestly represent someone else's words or ideas in their writing. It is the individual student's responsibility to seek instruction in this skill.

- Helpful student web resources
  - <http://www.plagiarism.org>
- Helpful faculty classroom resources
  - <http://turnitin.com>
  - [http://turnitin.com/research\\_site/print.html/](http://turnitin.com/research_site/print.html/)

Students should ask their instructors for explanations of the appropriate use of source materials for assignments and for models of proper citation and documentation within each academic discipline. If one is unsure of what type of help is allowed for an assignment, ask the instructor.

#### Examples of Plagiarism

- Downloading an essay from the Internet, copying and pasting parts of online resources into your own writing, or copying phrases, sentences, or whole essays from published print sources or from the work of classmates or friends
- Copying computer programming code and pasting into your own program
- Having someone else write an assignment for you or having another person rephrase your sentences into their own language or style

**Denying others access to information or material:** Academic honesty holds that each student has the same opportunity to use class resources and /or materials. Any acts of sabotage are in violation of the college's Academic Honesty Policy.

#### Examples of denying others access to information or material

- Stealing, removing, misplacing, altering, or defacing class resources or materials- including laboratory models, library reserve (including digital media) course materials, computer programs or files, and materials, files, or projects that belong to another
- Providing false information or materials that are a misrepresentation of course content

**Electronic media:** Students who use cell phones, PDAs, iPods, computers, calculators, or any other electronic devices as classroom aides are in violation of the Academic Honesty Policy unless given specific permission by the instructor. Individual divisions and instructors may have exceptions to this policy, based on the specific learning needs of the class. See the instructor for any clarification.

Students who intentionally, willingly, or negligently take part in file sharing of licensed software, music or video files are in violation of the Academic Honesty Policy. Students will not circumvent anti-pirating software to copy electronic files. Copyright laws prohibit the copying of information from the Internet or other electronic source (DVDs or CDs) without proper permission, citation or paraphrasing.

Students taking part in file sharing or illegal copying of electronic media are not only violating the Academic Honesty Policy but are also violating federal copyright law and may face lawsuits, federal charges, and/or fines.

**Multiple submissions:** Submitting work that was completed for another course or section without the instructor's permission violates the Academic Honesty Policy.

#### Examples of Multiple Submissions

- Some instructors allow previous work to be ‘fixed up’ for another class, some do not. If you created work for one course or section and want to use portions of it again in another (i.e., recycling) you must check with your instructor.

**Misrepresentation of academic records:** Students who misrepresent their academic records are in violation of the Academic Honesty Policy.

### **STUDENT PERFORMANCE EVALUATION**

Pop Quizzes/In-Class Activities/Attendance	60
Online Activities/Assignments	60
Executive in Residence	30
Pre-Midtem-Exam 1	80
Midterm Exam-Exam 2	80
Final Exam-Exam 3	80
Hospitality Marketing Campaign Report/Power Point Presenation-Group Project	200
Group Group Presentation in Class	60
<b>Total Points</b>	<b>650</b>

Allocation of letter grades will be as follows:

A - 90% and above

B - 80% to 89%

C - 70% to 79%

D - 60% to 69%

F - <60%

**Attendance:** Please take the attendance issue very seriously. If you are not in when attendance is taken you will not receive credit for attending. If the number of absences exceeds three, then your final grade will be lowered by one letter grade (e.g., from “A” to “B” or from “B” to “C”).

**Executive in Residence:** This is mandatory and 30 points will be allocated for attending this important event. Time/Date to be decided.

**Pop Quizzes and Assignments:** Quizzes and in class assignmnets will be given randomly throughout the semester to help assess your progress. All assigned reading materials, PowerPoints, and information provided by guest speakers may be seen on the quizzes, however if you attend class and pay attention these will not be difficult.

**Pre-Midterm(Exam 1) & Midterm(Exam 2) and Final Exams(Exam 3):** All exams may include objective and subjective questions. Examples of objective items include multiple choice, true/false, fill in the blank, and problems. Examples of subjective questions include short answer, essay, and case study analysis. All exams are administered online. Exams will cover material presented in lectures, activities, assignments, texts, outside readings, guest speakers, and other indicated sources. Make-up exams are allowed only in the case of documented medical emergencies and documented UNT school activities.

Make-up exam and final exam will be allowed **only** for serious reasons, i.e.:

- A. Sickness (confirmed by physician)
- B. Schedule conflicts, official school excuse, (and then only if the faculty member in charge of the course is notified prior to scheduled exam time).

**Group Project:** This is a group-based term project that focuses on applying the concepts learned in class to a real life scenario. Specifics will be provided and discussed.

### **COURSE ASSIGNMENTS**

I strongly believe that it is your responsibility as a student and a future career professional to complete all assigned work and meet deadlines for this class. Therefore, all assignments must be submitted on the assigned due dates which are very well established in the syllabus and in our Blackboard Learn class calendar. Late assignments will not be accepted and will result in a "0", except for documented and approved excuses. **Late assignments will not be accepted.** Additional assignment(s) may be added by instructor. If you are not in class and miss information on assignments such as changes and/or additions, it is your responsibility to seek out this information.