



University of North Texas
College of Merchandising, Hospitality, and Tourism
Department of Hospitality and Tourism Management
HMGT 3300 Hospitality Industry Marketing & Sales

Instructor Contact

Name: Dr. Xi Leung

Class Location: Canvas

Class Meetings: Online

Email: xi.leung@unt.edu

Pronouns: She / Her / Hers

Office Location: Chilton 359G

Office Hours: Tue 4:00 – 5:00pm (in-person)

Wed 11:00 am – 12:00pm (Zoom)

Communication Expectations: If you have questions regarding this class, please contact me via email and I will respond within 72 hours on weekdays (usually sooner). When you send emails, please use HMGT3300 as part of your subject. Please do not expect a response over the weekend.

Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

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).

Course Structure

This course will be offered online via Canvas. There will be no in-class or Zoom meetings.

Course Objectives

Program Learning Outcomes (PLO):

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.

Student Learning Objectives:

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

- Define marketing concepts and its business philosophy (PLO3);
- Identify four service characteristics affecting the hospitality industry (PLO3);
- Analyze the role of marketing in an organization's overall strategies (PLO4);
- Describe the components of a company's marketing environment (PLO3);
- Explain the underlying concept of marketing research process (PLO2);
- Evaluate consumer behavior characteristics and the buyer decision process (PLO2);
- Develop bases for market segmentation and analyze market positioning (PLO2);
- Compare the product levels and distinguish branding strategies in product development (PLO4);
- Outline and apply different pricing strategies (PLO3);
- Describe the nature of distribution channels available to the hospitality industry (PLO3);
- Explain the components of promotion mix when setting a promotional plan (PLO3);
- Create a marketing plan for a hospitality/tourism business (PLO5).

Required Materials

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

eText Subscription link: <https://www.pearson.com/store/p/marketing-for-hospitality-and-tourism/P100001239704/9780137499014>

Other required materials & suggested readings are posted on Canvas.

Technical Support

For assistance with any Canvas issues please contact the UIT Help Desk. You can also stop by in person or submit a request through the web.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328)

(<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

○ **IMPORTANT:** Please do not contact the instructor for technical assistance since I have no control over the technical aspects of the learning platform.

Course Technology & Skills**1) Minimum Technology Requirements**

The minimum technology requirements for successful completion of this course include:

- Computer
- Reliable internet access
- Speakers
- Microphone
- Plug-ins
- Microsoft Office Suite
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (<https://clear.unt.edu/supported-technologies/canvas/requirements>)

2) Computer Skills & Digital Literacy

The minimum technical skills that students must have to succeed in the course include:

- Using Canvas
- Sending and receiving email with attachments
- Downloading and installing software
- Creating, sending, and receiving Microsoft Word documents
- Opening and printing pdf files using free Adobe Acrobat Reader
- Using presentation and graphics programs

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 respectful 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 goals, guidance,
- answering any questions that you may have regarding this course,

- providing timely and helpful feedback within the stated guidelines, and
- 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 interact with your fellow students, and
- assisting in maintaining a positive learning environment for everyone.

Course Requirements

- **Grading Scale:**

A = 360 – 400 points

B = 320 – 359 points

C = 280 – 319 points

D = 240 – 279 points

F = 0 – 239 points

- **Final grade is point-based. Please do NOT email the instructor to round up %**
- Any **late submission** will result in a **deduction of 10 percent of the grade per day**, including weekends (one letter grade down per day).
- **No Late assignment will be allowed in pre-final and final weeks.**
- ***IMPORTANT: The instructor will not respond to students' requests for giving extra credits after posting final grades. No Late assignment will be allowed in final week.***

Measurements	Points
(1) 3 Exams (Exam 1, Exam 2, and Final)	150 points
(2) Quizzes (85 questions @ 1 pt each)	85 points
(3) Discussion Forum <ul style="list-style-type: none"> • Self-introduction discussion: 5 pts • Case discussions: 3 @ 20 pts 	65 points
(4) Group Project – Marketing Plan	100 points
<u>Total</u>	<u>400 points</u>
Extra Credit: <ul style="list-style-type: none"> • Discussion forum (answer extra questions) • Other extra credit opportunities (TBD) 	Up to 5 points TBD

- 1) **Exams: (150 pts)** 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. All exams will be taken online on Canvas using Respondus LockDown Browser (no camera required). There will be study guide posted on Canvas to help you prepare for exams.

Each Exam will be open on Canvas for 24 hours (12am – 11:59pm) on the exam date designated on class schedule. All exams are offered on Wednesday of the week. Once starting, you will have **90 minutes** to finish the exam. The exams **MUST** be taken on the scheduled day. **NO MAKEUP EXAM WILL BE GIVEN.**

❖ **IMPORTANT: All exams will be taken on Canvas. Please make sure your internet connection is stable before taking the exams.**

- 2) **Quizzes: (85 pts)** There are a total of 12 quizzes in class, one quiz for each module, plus a syllabus quiz. Each question is worth 1 point. Quizzes are online and must be finished in a set time period. You have **TWO** attempts to take each quiz. Quiz for each module will be **close on Friday** of the module week and will **NOT** reopen. Please remember to take the quiz on time.
- 3) **Discussion Forum: (65 pts)** There will be 4 discussions, a self-introduction discussion and three case discussions. Self-introduction discussion is worth 5 points, while each case discussion is worth 20 points. 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 rubric for case discussion is posted on Canvas Discussion Forum. In each discussion assignment, you are required to **post ONE discussion** and **respond to at least ONE** discussion (others' posts). Your initial discussion post must be posted by 11:59pm on **Thursday** of the module week. Your response post must be posted by 11:59pm on **Saturday** of the module week.

In Case Discussions, you may earn **EXTRA credits** by responding to extra posts (each extra response is worth 1 extra point with a cap of **5 points**). In order to qualify for extra credits, your responses to others' posts must be posted by the discussion deadline. Extra credits will be added to your discussion grades. This extra credit opportunity excludes extra responses in the "Discussion 0: Self-introduction."

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.

Case Discussion Rubric (20 points)

Criteria	Details	Points Available
Format	Please copy and paste the two questions in the discussion before answering them. This will help the readers to locate your answers.	1
	Critical thinking in answering questions: Addresses questions	2

Question 1	& provides clear insights on the case. Show your understanding of key concepts.	
	Reference to learning materials: Related the case to learning and readings in class. Refer to readings and slides.	2
	Real-world application: Related to your real-life experiences when you answer the questions.	2
	Length & Mechanics: The answer to each question should be between 150 - 250 words . Good grammar, well-organized, logical ideas developed.	2
Question 2	Critical thinking in answering questions: Addresses questions & provides clear insights on the case. Show your understanding of key concepts.	2
	Reference to learning materials: Related the case to learning and readings in class. Refer to readings and slides.	2
	Real-world application: Related to your real-life experiences when you answer the questions.	2
	Length & Mechanics: The answer to each question should be between 150 - 250 words . Good grammar, well-organized, logical ideas developed.	2
Response Post	Your thoughts/comments on others' posts. You may agree or disagree with their opinions. There is no right or wrong answer. You may use this response as a peer review of the other student's post. The response post should be at least 80 words . Don't respond with very simple sentences such as "I agree with you," "yes or no," or "Good/Great."	3

- 4) **Group Project - Marketing Plan: (100 pts)** Students will work in a group of 3-4 members in class for a semester project. Each group 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*.

❖ Please note that all parts 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.

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](#), 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. Depend 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.**

Diversity and Inclusion Statement: *Your experience in this class is important to me. If you have already established accommodations with UNT Office of Disability Access (ODA), please communicate your approved accommodations to me at your earliest convenience so I can accommodate your needs in this course.*

Furthermore, it is my intent that students from all diverse backgrounds and perspectives are well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. I would like to create a learning environment for my students that supports a diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, sexuality, religion, disability, socioeconomic status, culture, etc.) To help accomplish this:

- If you have a name and/or set of pronouns that differ from those that appear in your official college records, please let me know (via private email or Canvas discussion forum).
- If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you. Please feel free to contact me (in person or electronically) if you have any suggestions to improve the quality of the course materials. If you prefer to speak with someone outside of the course, the Associate Dean of CMHT is an excellent resource.
- I (like many people) am still in the process of learning about diverse perspectives and identities. If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it. As a participant in course discussions, you should also strive to honor the diversity of your classmates.
- If any of our class meetings conflict with your religious events, please let me know so that I can make arrangements for you.

Course Schedule (Mondays' dates are given)

Week Date	Topic	Readings	Assignments
Week 1 8/23	Introduction Group formation	Syllabus	Syllabus Quiz Discussion 0 (Self-introduction) Group formation – report in Discussion forum
Week 2 8/30	Module 1: Introduction to Hospitality Marketing	Chs. 1 & 18	Module 1 Quiz Company selection – report in Discussion forum

Week 3 9/6	Module 2: Services Marketing	Ch. 2	Module 2 Quiz Group Project Step 1 – Company Overview
Week 4 9/13	Module 3: Strategic Marketing Planning	Ch. 3 Case 2 (pp. 581-585)	Module 3 Quiz Discussion 1 (Case 2: Cafeteria I.C.E.)
Week 5 9/20	Module 4: Marketing Environment	Ch. 4	Module 4 Quiz
Week 6 9/27	Exam 1 (Open on <u>9/29</u> ONLY) Working on your Marketing Plan		Group Project Step 2 - Marketing Plan Part I
Week 7 10/4	Module 5: MIS & Marketing Research	Ch. 5 Case 7 (pp. 596-601)	Module 5 Quiz Discussion 2 (Case 7: Australian Tourist Commission)
Week 8 10/11	Module 6: Consumer Behavior	Ch. 6	Module 6 Quiz
Week 9 10/18	Module 7: Customer-Driven Marketing Strategy	Ch. 8	Module 7 Quiz
Week 10 10/25	Module 8: Product & Branding	Ch. 9	Module 8 Quiz
Week 11 11/1	Exam 2 (Open on <u>11/3</u> ONLY) Working on your Marketing Plan		Group Project Step 3 – Marketing Plan Part II
Week 12 11/8	Module 9: Pricing	Ch. 11 Case 15 (pp. 616-617)	Module 9 Quiz Discussion 3 (Case 15: Spirit Airlines)
Week 13 11/15	Module 10: Distribution Channels	Ch. 12	Module 10 Quiz
Week 14 11/22	Module 11: Promotion	Chs. 13 & 14	Module 11 Quiz
Week 15 11/29	Finalizing your Marketing Plan		Group Project Step 4 – Final Marketing Plan
Week 16 12/7	Final Exam (Open on <u>12/8</u> ONLY)		

Course Objective & Assessment Matching Table

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 1 Marketing Plan Project
	Explain the major trends impacting the marketing landscape.	Quiz 1 Marketing 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 2 Case Study Report (Case 3)
	Explain seven marketing strategies for service businesses.	Quiz 2 Marketing 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 4 Marketing Plan Project
	Describe the macroenvironmental forces that affect the company's ability to serve its customers.	Quiz 4 Marketing 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

		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 7 Marketing 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 competitive advantage.	Quiz 7 Marketing 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 building and 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 9 Case Study Report (Case 15)
	Explain product pricing strategies for new products and existing products.	Quiz 9 Marketing 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 10 Marketing Plan Project
	Explain channel behavior and organization.	Quiz 10

	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 11
	Describe the processes used to determine promotion budget and mix.	Quiz 11
		Marketing 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 for a hospitality/tourism business.		Marketing Plan Project

CMHT Syllabus Policy Statements

COVID-19

Official Information: As the situation with the virus continues to evolve, students are required to keep abreast of guidelines via official communication (usually via email) from UNT official announcements.

Face Coverings

UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, to protect yourself and others from COVID infection, as recommended by current CDC guidelines. Face covering guidelines could change based on community health conditions.

Vaccinations: If you are not vaccinated, [you are urged to get vaccinated](#) as soon as possible to protect yourself, your friends and family, and our campus. Vaccines reduce the chance of experiencing severe impacts and minimize transmission.

Mandatory testing: All students, faculty and staff will be [required to have a COVID-19 test](#) at designated intervals throughout the semester, beginning with the first testing interval Aug. 16-Sept. 10. Vaccinated individuals can opt out by uploading vaccination proof by Sept. 10. (If you've already uploaded your vaccine information for the [incentive program](#), you'll receive an email asking you for permission to use that proof to opt out of testing.) If you contracted COVID-19 in the last 90 days, you can opt out until the 90 days expires by uploading your positive test result.

Mandatory self-reporting: Students, faculty and staff will continue to be required to report symptoms and exposure to COVID@unt.edu, quarantine as necessary and cooperate with UNT's contact tracing team.

Disciplinary actions for noncompliance: Students who fail to comply will go through the [Student Conduct Process](#).

Attendance

Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or askSHWC@unt.edu) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at COVID@unt.edu for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

Course Materials for Remote Instruction

Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone, and any other materials deemed essential by your faculty for specific courses, to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>

Advising and Degree Progression

Advising

ALL students are expected to meet with their Academic Advisor **each semester** to update your degree plan and to stay on track for a timely graduation.

- **Advising Contact Information (Chilton Hall 385 – 940.565.4635)**
- **SCHEDULE APPOINTMENTS HERE:** appointments.unt.edu

Prerequisites

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.

Transfer Courses

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Dropped for Non-payment

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- *Students cannot be reinstated for any reason after the 12th class day regardless of situation.*

Dropping a Course

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.
- **There are different procedures for dropping a class depending on the time of semester.** Please see the instructions for dropping a class here: <https://registrar.unt.edu/registration/dropping-class>

Financial Aid Requirements

- 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 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. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

What if You Are In Distress?

The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK

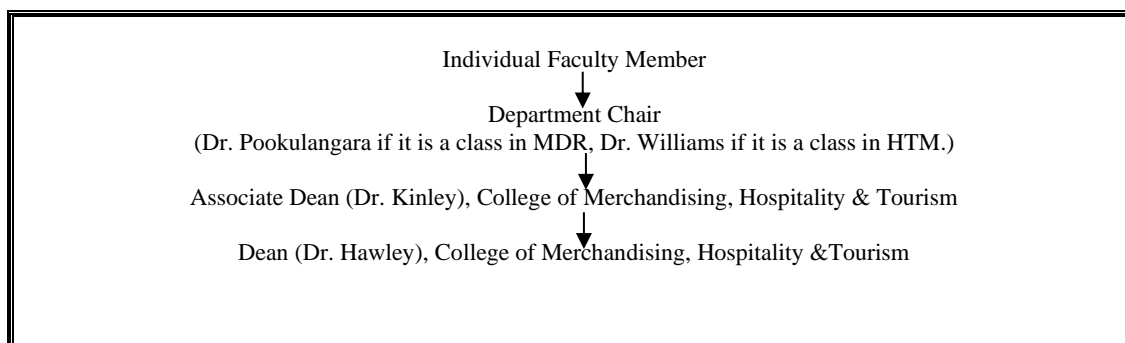
Dates and Deadlines

August 23	First day of class
August 27	Last day to add a class.
September 4	Census date –Students cannot be added to a course for any reason after this date.
September 6	Labor Day – No Classes – University is Closed
November 12	Last day for a student to drop a course and receive a W. Also last day to withdraw from the semester.
November 25-26	Thanksgiving Break – No Classes – University is Closed
December 1-2	Pre-final days
December 2	Last regular class day
December 3	Reading day (no classes)
December 4-10	Final exams (Exams begin on Saturday) For your specific final exams, see this website: https://registrar.unt.edu/exams/final-exam-schedule

Grade and Class Concerns

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

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps 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 Academic Integrity Policy?

Academic Integrity Standards and Consequences, UNT Policy 06.003.

Academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

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. Your teacher should have a syllabus policy describing penalties for academic dishonesty.

Your instructor may decide to record lectures and/or class content for students enrolled in this class section to refer to throughout the semester. **Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.**

Do you meet ALL expectations for being enrolled in a course?

- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Students are expected to be respectful of other students, guests, 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.
- UNT'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.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are 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).

Feedback and Communications

Image Release

The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to TKinley@unt.edu and request that your name and image not be shared. Dr. Kinley will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

If your instructor employs lecture capture technology to record class sessions, students may occasionally appear on video. The recording may be used in future course offerings.

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 the course. 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 are 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 avoid any schedule conflicts.* You can find the Final Exam Schedule here: <https://registrar.unt.edu/exams/final-exam-schedule>

Do you know what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward 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 EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

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 <https://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 Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Career Resources

Resume Help

For one-on-one help with your resume or other job-search skills, Ms. Janice Lader (Janice.Lader@unt.edu) is our Career Center advisor. Contact her for an appointment or drop by her office in Chilton 3.

Career Center

The Career Center is currently located in Sage Hall. They provide *free* help with resumes, interview skills, business cards, professional portraits, etc. They also host several recruiters throughout the year and host job fairs. Learn more about their services here: <https://careercenter.unt.edu/>.

Internship / Career Industry Contact Opportunities

- In the fall semester, watch for information about the **Global Discussions and Executive in Residence (EIR) Lecture**. These are opportunities to hear about innovative industries and network with CMHT Board members and speakers.
- The **CMHT Career Expo**, which provides opportunities to talk with recruiters and maybe schedule an interview on the spot!
- In the spring semester, watch for information about the **Consumer Experience Symposium**. The format will be similar to the EIR in that it affords you an opportunity to hear directly from industry and network with Board members and speakers.
- **CMHT Student organizations** bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!
- We sometimes have an **Industry Partner of the Day** set up in the hallway near the advising offices when we are on campus, and available via Zoom when we are not. These events may be publicized in your classes and on the CMHT social media sites.

Online Job Board and Social Media Sites

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Sites - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

CMHT-IT Resources

CMHT-IT Services Student Laptop Checkout Information

The CMHT-IT Services desk located on the 3rd floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday: 8:00AM – 9:00PM
Tuesday: 8:00AM – 9:00PM
Wednesday: 8:00AM – 9:00PM
Thursday: 8:00AM – 9:00PM
Friday: 8:00AM – 1:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk in Chilton Hall 386 or visit us on Zoom helpdesk at unt.zoom.us/j/268838628 or give us a call at (940) 565-4227.

CMHT Virtual Lab

UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: <https://cmht.unt.edu/vmware-virtual-lab>.

The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

UNT IT Resources

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Additional Information

Are You An F-1 Visa Holder?

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

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 an 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 Student and Scholar Services Office. ISSS 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, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.