



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

## **Instructor Contact**

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**Class Meetings:** Online  
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**Pronouns:** She / Her / Hers  
**Office Location:** Chilton 359G  
**Office Hours:** TBD

**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.

## **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, business philosophy, and international trends (PLO3);
- Identify four service characteristics affecting the global hospitality industry (PLO3);
- Analyze the role of marketing in an organization's overall strategies (PLO1);
- Describe the components of an international 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 global 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 global hospitality industry (PLO3);
- Explain the components of promotion mix when setting a promotional plan (PLO3);
- Create a marketing plan for an international hospitality 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](mailto: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 offensively.

**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 (105 questions @ 1 pt each)	105 points
(3) Discussion Forum <ul style="list-style-type: none"> <li>• Self-introduction discussion: 5 pts</li> <li>• Case discussions: 3 @ 20 pts</li> </ul>	65 points
(4) Semester Project – International Expansion Marketing Plan	130 points
<b><u>Total</u></b>	<b><u>450 points</u></b>
Extra Credit: <ul style="list-style-type: none"> <li>• Discussion forum (answer extra questions)</li> <li>• Other extra credit opportunities (TBD)</li> </ul>	Up to 9 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. On exam days, all Canvas module content will be taken down.

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: (105 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 **from a global perspective**. 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 **3 points per discussion**). 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
<b>Format</b>	Please copy and paste the two questions in the discussion before answering them. This will help the readers to locate your answers.	1
	<b>Critical thinking in answering questions:</b> Addresses questions	2

Question 1	& provides clear insights on the case. Show your understanding of key concepts.	
	<b>Reference to learning materials:</b> Related the case to learning and readings in class. Refer to readings and slides.	2
	<b>Global perspectives:</b> Explain the global impact of the case; integrate other perspectives (e.g., cultural, disciplinary, ethical) when investigating the case; articulate connections between the worldviews and experiences of multiple cultures when you answer the questions.	3
	<b>Length &amp; Mechanics:</b> The answer to each question should be between <b>150 - 250 words</b> . Good grammar, well-organized, logical ideas developed.	1
Question 2	<b>Critical thinking in answering questions:</b> Addresses questions & provides clear insights on the case. Show your understanding of key concepts.	2
	<b>Reference to learning materials:</b> Related the case to learning and readings in class. Refer to readings and slides.	2
	<b>Global perspectives:</b> Explain the global impact of the case; integrate other perspectives (e.g., cultural, disciplinary, ethical) when investigating the case; articulate connections between the worldviews and experiences of multiple cultures when you answer the questions.	3
	<b>Length &amp; Mechanics:</b> The answer to each question should be between <b>150 - 250 words</b> . Good grammar, well-organized, logical ideas developed.	1
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 <b>peer review</b> of the other student's post. The response post should be at least <b>80 words</b> . Don't respond with very simple sentences such as "I agree with you," "yes or no," or "Good/Great."	3

- 4) **Semester Project – International Expansion Marketing Plan:** (130 pts) Each student will create a **Marketing Plan** for a **real** hospitality company to expand to a **foreign country**. You may choose either a local hospitality company or a global hospitality chain. The hospitality company where you are currently employed is highly recommended. The marketing plan is divided into **four parts** and due at different weeks throughout the semester (**on Saturday** 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 8/29	Introduction	Syllabus	Syllabus Quiz

			Discussion 0 (Self-introduction)
Week 2 9/5	Module 1: Introduction to Hospitality Marketing	Chs. 1 & 18	Module 1 Quiz Project Step 0 – Company & country (city) selection
Week 3 9/12	Module 2: Services Marketing	Ch. 2	Module 2 Quiz
Week 4 9/19	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 9/26	Module 4: Marketing Environment	Ch. 4	Module 4 Quiz
Week 6 10/3	Exam 1 ( <b>Open on <u>10/5</u> ONLY</b> ) Working on your Marketing Plan		Project Step 1 -Marketing Plan Part I
Week 7 10/10	Module 5: MIS & Marketing Research	Ch. 5 Case 7 (pp. 596-601)	Module 5 Quiz Discussion 2 (Case 7: Australian Tourist Commission)
Week 8 10/17	Module 6: Consumer Behavior	Ch. 6	Module 6 Quiz
Week 9 10/24	Module 7: Customer-Driven Marketing Strategy	Ch. 8	Module 7 Quiz
Week 10 10/31	Module 8: Product & Branding	Ch. 9	Module 8 Quiz
Week 11 11/7	Exam 2 ( <b>Open on <u>11/9</u> ONLY</b> ) Working on your Marketing Plan		Project Step 2 – Marketing Plan Part II
Week 12 11/14	Module 9: Pricing	Ch. 11	Module 9 Quiz
Week 13 11/21	Module 10: Distribution Channels	Ch. 12 Case 18 (pp. 622-625)	Module 10 Quiz Discussion 3 (Case 18: Tropicana Fishing Lodge)
Week 14 11/28	Module 11: Promotion	Chs. 13 & 14	Module 11 Quiz
Week 15 12/5	Finalizing your Marketing Plan		Project Step 3 – Marketing Plan Part III
Week 16 12/12	<b>Final Exam (Open on <u>12/14</u> ONLY)</b>		



Course Objective &amp; Assessment Matching Table

Course Objective	Module Objective	Assessment
Define marketing concepts, business philosophy, and international trends	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 international trends impacting the marketing landscape.	Quiz 1 Marketing Plan Project
Identify four service characteristics affecting the global hospitality industry;	Describe a service culture.	Quiz 2
	Identify four service characteristics that affect the marketing of a hospitality or travel product.	Quiz 2
	Explain seven marketing strategies for international 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 Case Discussion (Case 2)
	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 an international company's marketing environment;	Summarize the components of an international 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 international environment 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 Discussion (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 global 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 global consumer markets.	Quiz 7 Marketing Plan Project
	Explain how international companies identify attractive market segments and choose a market-targeting strategy.	Quiz 7
	Discuss how international 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
	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 global hospitality industry;	Explain how and why international companies partner with other companies to sell products.	Quiz 10 Case Discussion (Case 18)
	Describe hospitality distribution channels.	Quiz 10 Marketing Plan Project
	Explain channel behavior and organization.	Quiz 10
	Describe key aspects of channel management for international hospitality companies.	Quiz 10
Explain the components of promotion mix when	Describe the components of a company's total promotion mix.	Quiz 11
	Explain the process and advantages of integrated marketing communications.	Quiz 11

setting a promotional plan;	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 an international hospitality business.		Marketing Plan Project