

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
TOUR 412 Tourism and Events Marketing
Spring 2010

DAY/TIME:	Mon., 4.30-7.00pm	LOCATION: Krug Hall 204
PROFESSOR:	Dr. Nathan Austin	EMAIL ADDRESS: naustin3@gmu.edu
OFFICE LOCATION:		PHONE NUMBER: 410 842 3514
OFFICE HOURS:	By appointment or after class	FAX NUMBER:

PREREQUISITES: TOUR 200, TOUR 220, PRLS 310, and PRLS 410; or Permission of Instructor

COURSE DESCRIPTION

This course develops student skills and competencies for marketing in commercial recreation, events, resorts and tourism enterprises, focusing on the experiential nature of events and tourism, from a strategic perspective. Students will learn about market intelligence, planning, analysis, program implementation and evaluation. Specific concepts covered in the course include the marketing mix for services, situational analysis, and key strategies such as segmentation, targeting and branding.

COURSE OBJECTIVES

At the completion of this course students should be able to:

1. Describe the core elements of the marketing process.
2. Understand and discuss the benefits of a systematic marketing approach.
3. Identify similarities and differences between marketing in public, not-for-profit, and commercial tourism, recreation and events management enterprises.
4. Identify and discuss issues that are unique to tourism and events marketing.
5. Understand how effective branding supports successful marketing.
6. Assess market conditions – including needs, opportunities, risks and potential.
7. Understand the components of market-oriented product development, product distribution, pricing strategies and promotional campaigns.
8. Recommend appropriate responses to emerging issues in tourism and events marketing, such as functioning in a global industry and marketing in a multicultural context.
9. Design a realistic marketing strategy and marketing plan for a tourism or recreation organization or a major special event.

REQUIRED TEXT:

Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for Competitive Advantage, (4th Edition), Shoemaker, S., Lewis, R. C. and Yesawich, P. C. Prentice Hall, New Jersey, 2007.

EVALUATION

Review Sessions (4)

Attendance and Participation 40 points

Coordination role 35 points

In-class Tests (4 tests) 120 points

Group Marketing Plan Assignment

Presentation 25 points

Final Report 120 points

Final Exam 160 points

500 points

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

470 to 500	=	A
450 to 469	=	A-
430 to 449	=	B+
415 to 429	=	B
400 to 414	=	B-
370 to 399	=	C+
350 to 369	=	C
300 to 349	=	D
299 and below	=	F

GUIDELINES FOR ASSIGNMENTS

Review sessions

During these sessions, we shall use the discussion questions provided at the end of each chapter of the prescribed text as well as assigned journal articles, to help clarify student understanding of concepts covered in those chapters. It is also a presentation as well as a co-ordination exercise for students. Each student will have an opportunity to coordinate one of the review sessions. The performance of the coordinator will be assessed and assigned marks by members of the class. The level of individual student participation during these discussions will be assessed and graded accordingly by the professor. Students are therefore advised to be thoroughly familiar with the chapter content and discussion questions. All students should be prepared to share their ideas/views, ensuring a lively discussion that involves all members of the class.

In-class Tests

During each review session, students will be tested on material covered in the previous chapters. The time allotted for the test is strictly the first thirty (30) minutes of the review session. The allotted test time will not be extended for late-comers. Each test will have a selection of short essay questions.

Group Assignment

The purpose of this assignment is to give students a hands-on opportunity at tackling one of the key planning responsibilities of the marketing manager i.e. the development of a marketing plan. In addition, when properly executed, participants will be exposed to the challenges of working on team tasks.

The Task:

You are first required to form groups of 3 – 5 students each for the completion of this assignment. Thereafter, where possible, identify a local firm operating a travel/tourism/hotel/restaurant/catering/events or a hospitality related business for which the group develops an appropriate, realistic and comprehensive marketing plan. The plan shall be detailed and specific to the firm identified. Prior to the beginning of the assignment, a class meeting will be dedicated to issues relating to the development of marketing plans. During the meeting a timeline for a phased development of the plan as well as other relevant details will be discussed.

Please note that in addition to the specific components of an effective marketing plan, the professor will consider issues such as creativity, completeness, and overall quality, the development of ideas and organization, thought flow, style, and neatness, relevance, conciseness, grammar, presentation structure and spelling, in the evaluation of each group's plan.

On a series of designated dates as per the tentative schedule, each group will be required to give an in-class presentation on the final report.

Final Report Due Date: on or before 4.30pm, April 19, 2010

Final Exam

The final exam (comprehensive) will consist of short essay questions, covering material from the text, in-class discussions and assigned readings. The exam date, time and venue will be conveyed to the class in due course. Unless permission is justifiably requested and subsequently granted by the professor prior to the exam, no make-up exam will be provided. Where permission for a make-up exam is granted, it will be scheduled within a week of the original exam date and at a time and location specified by the professor.

TENTATIVE COURSE SCHEDULE (Note: Faculty reserves the right to alter the schedule as necessary)

Date	Topic	Chapters
01/25	Course Overview Marketing Concept and Services/Hospitality Experience	Chapter 1 & 2
02/01	The Marketing Mix and Relationship Marketing	Chapters 3 and 4
02/08	In-Class Test 1 Discussion Questions - Review Session One Strategic Marketing	Chapters 1-4 Chapter 5
02/15	Marketing System/Objectives and Understanding Individual Customers	Chapters 6 and 7
02/22	Understanding Organizational Customers and The Tourist Customer	Chapters 8 and 9
03/01	In-Class Test 2 Discussion Questions - Review Session Two Understanding Competition and the Marketing Plan	Chapters 5-9 Chapters 10 and 21
03/08	SPRING BREAK	
03/15	Marketing Intelligence and Differentiation, Segmentation, Targeting	Chapters 11 and 12
03/22	Branding, Positioning and The Pricing Mix	Chapters 13 and 14
03/29	In-Class Test 3 Discussion Questions - Review Session Three Advertising	Chapters 10-14 Chapter 15
04/05	Sales Promotion and Personal Selling	Chapters 16 and 17
04/12	Distribution Systems, Channels and Interactive Marketing	Chapters 18 - 20
04/19	In-Class Test 4 Discussion Questions - Review Session Four Interactive Marketing	Chapters 15-19 Group Project Report for <u>All Students</u> Due Today Chapter 20
04/26	Group Project Presentation 1	
05/03	Group Project Presentation 2	
TBA	Final Exam	



School of Recreation, Health, and Tourism

All students must abide by the following:

- ❖ Students are expected to exhibit professional behavior and dispositions. See <http://gse.gmu.edu/facultystaffres/profdisp.htm> for a listing of these dispositions.
- ❖ Students must follow the guidelines of the University Honor Code. See <http://honorcode.gmu.edu> for the full honor code.
- ❖ Students must agree to abide by the university policy for Responsible Use of Computing. See <http://www.gmu.edu/facstaff/policy/newpolicy/1301gen.html>. Click on responsible Use of Computing Policy at the bottom of the screen.
- ❖ Students with disabilities who seek accommodations in a course must be registered with the GMU Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester. See <http://www.gmu.edu/student/drc/> or call 703-993-2474 to access the DRC.

<http://rht.gmu.edu>