

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

PRLS 411—Administration of Rec, Health and Tourism Organizations II (3) Section 001  
Spring 2014

DAY/TIME:	Monday 4:30 – 7:10 p.m.	LOCATION:	PW Bull Run Hall # 249
INSTRUCTOR:	Michael P. McHale	EMAIL ADDRESS:	<a href="mailto:mmchale2@gmu.edu">mmchale2@gmu.edu</a>
OFFICE LOCATION:	TBD	PHONE NUMBER:	703-912-4746
OFFICE HOURS:	By Appointment or after Monday's class		

#### PREREQUISITES

PRLS 410 and 60 credit hours

#### COURSE DESCRIPTION

Focuses on planning techniques for health, fitness, and recreation organizations. Covers program and organizational marketing principles and strategies; service quality assessment and organizational evaluation techniques; and organizational financing.

#### COURSE OBJECTIVES

At the completion of the course, students will understand the concept of organizational marketing as it applies to for-profit and non-profit leisure service organizations. Specifically students will become familiar with the practical application of the following marketing techniques and strategies:

1. Understanding market dynamics
2. Design of a practical marketing plan for a leisure service organization
3. Market research and market segmentation
4. Organizational factors that affect service delivery
5. Advertising and cost pricing strategies
6. Community relations and outreach
7. The grant process

#### COURSE OVERVIEW

The course is a thorough review and practical application of marketing techniques and strategies utilized by professionals serving in for-profit and non-profit leisure service organizations. Instruction will include a historical examination of marketing with emphasis on service organizations. Text review, case studies and class discussion will focus on marketing issues specific to the leisure industry, market research, target marketing/segmentation, branding, advertising and direct marketing. Students will be required to develop and present a formal marketing plan as a term project. The course will be delivered face to face in a classroom setting. Students are held to the standards of the George Mason University Honor Code and are expected to attend all class sections, actively participate in class discussions, complete in-class exercises and fulfill all assignments. Assignments must be turned in at the beginning of class on the specified date due or **no credit will be given**.

#### **PROFESSIONAL STANDARDS**

At the completion of this course, students will meet the following professional accreditation standards for the **Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT)**:

7.03: Students graduating from the program shall be able to demonstrate entry-level knowledge about operations and strategic management/administration in parks, recreation, tourism and/or related professions.

#### REQUIRED READINGS

Janes, Patricia Click (2006). *Marketing in Leisure and Tourism: Reaching New Heights*.

State College: Pennsylvania Venture Publishing, Inc.

Other readings as assigned throughout semester. Required readings will be posted on Blackboard, accessible at [courses.gmu.edu](http://courses.gmu.edu).

## EVALUATION

Students are responsible for all information presented in the course, including that delivered through guest lectures, audio-visuals, and handouts. Students are expected to attend all class sessions, actively participate in class discussions, and complete all assignments. Not more than two absences will be allowed, any additional absence will result in a 4 point reduction from the class participation and attendance point score (maximum total of 50). Students must not miss any of the test or presentation classes. There will be 4 non-cumulative tests. The test format will be multiple choice, T&F and possibly short answer questions. The first three tests will be fifty questions and the fourth will be twenty five questions. Tests will be open book; however should a student be absent for a test, a make up test will be allowed, but the make up test will be closed book. The term project topic and outline must be submitted for review and approval NLT March 17th. Only students with extreme emergencies, a documented medical excuse or university-sponsored functions discussed with the instructor prior to the due date will be given consideration for exception. This project will include two deliverables: a written marketing plan for an existing organization (public or private sector) due for submission April 7, 2013 and an in class presentation of the plan. Students will be assigned a specific date for their project presentation. The written plan should be written consistent with Chapter 4 of the Janes' text, specifically pages 80 thru 83. Written plans are expected to be at least 30 pages, double spaced type. Plans will be evaluated in terms of: 1. Quality references (at least 4 required), 2. Logical plan development from organizational assessment through market research to proposed strategic action steps and 3. Plan organization, writing style and presentation. The in-class presentation will be 20 minutes, with an additional 10 minutes of student/instructor questions and discussion. PowerPoint is recommended for the presentations, but is not required.

### Requirements

Class Participation and Attendance	50
Term Research Project	100
Tests: (3@ 100 points, 1@ 50 points) each	350

Total **500**

### Grading Scale

A = 460 – 500	B+ = 440 – 449	C+ = 390 – 399	D = 300 – 349
A- = 450 - 459	B = 410 – 439	C = 370 – 389	F = 0 - 299
	B- = 400 – 409	C- = 350 – 369	

## TENTATIVE COURSE SCHEDULE

Date	Topic	Class Activity/Assignment
January 27	Course Introduction/Planning Reaching New Heights - Integrating Marketing The Marketing of Leisure and Tourism Experiences	Chapter 1 Chapter 2
February 3	The Quality Service Foundation Enabling Marketing Action	Chapter 3 Chapter 4
February 10	Test 1 Understanding, Developing, and Applying Marketing Research	Chapter 5
February 17	Developing the Strategy Target Market Approaches	Chapter 6 Chapter 7
February 24	Brand Positioning and Marketing Outcomes Marketing Plan Term Project Review	Chapter 8 Discussion of Format/Design/Content

		Requirements
March 3	Test 2  Processing Operational Decisions	Chapter 9
March 10 – March 167	Spring Break	
March 17	Project Topic/Outline Due  Organization Offerings, Distribution, and Pricing Promotional Brand, Collateral Design and Events	Chapter 10  Chapter 11
March 24	Advertising, Public Relations, and Crisis Communication Grant Administration Social Media Marketing (1)	Chapter 12
March 31	Test 3 Social Media Marketing (2) Review of Project Outlines	
April 7	Relationships: Community, Sponsorships, and Stewardship Direct Marketing: Internal and External Sales Grant Administration	Chapter 13  Chapter 14
April 14	Test 4 Marketing – Practical Application	Guest Speaker TBA
April 21	Class Presentations	Assignments TBA
April 28	Class Presentations	Assignments TBA
May 5	Class Presentations	Assignments TBA

**Please note that students should read each text chapter and assigned readings prior to class in order to fully participate in class discussions. Reading assignments outside the text may be required. These will be posted on Blackboard no less than one week prior to their due date.**

**Note: Faculty reserves the right to alter the schedule as necessary.**

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class

unless otherwise authorized by the instructor.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].
- **Professional Behavior:** Students are expected to exhibit professional behavior and disposition at all times.
- **Core Values Commitment:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

