

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**

**Tour 412 – Tourism and Event Marketing**

**Spring 2014**

DAY/TIME:	T & R 12:00 – 1:15 p.m.	LOCATION:	<b>Bull Run Hall 257, PW Campus</b>
PROFESSOR:	<b>Dr. Naehyun (Paul) Jin</b>	EMAIL ADDRESS:	<a href="mailto:njin@gmu.edu">njin@gmu.edu</a>
OFFICE LOCATION:	Bull Run Hall 202, PW Campus	PHONE NUMBER:	703-993-7785
OFFICE HOURS:	T & R 1:15 – 2:15 p.m. or by appointment	FAX NUMBER:	703-993-2025

**PREREQUISITES:**

Undergraduate level [TOUR 200](#) Minimum Grade of D and Undergraduate level [TOUR 220](#) Minimum Grade of D and Undergraduate level [PRLS 310](#) Minimum Grade of D and Undergraduate level [PRLS 410](#) Minimum Grade of D

**COURSE DESCRIPTION:**

This course provides understanding and tools for marketing and management of financial resources in entrepreneurial tourism enterprises. This course also includes market planning, business planning, feasibility assessment, investment analysis, basic accounting, and operational control.

**COURSE OBJECTIVES:**

On completion of this course, students should be able to:

- 1) Describe the core elements of the marketing process and the marketing mix;
- 2) Understand and discuss the benefits of a systematic approach to marketing;
- 3) Identify similarities and differences between marketing in public, not-for-profit, and commercial tourism and events management enterprises;
- 4) Identify and discuss issues that are unique to tourism and event marketing;
- 5) Understand how effective branding supports successful marketing;
- 6) Assess market conditions – including needs, opportunities, risks and potential – using market research and analysis;
- 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, marketing in multicultural context or leveraging the use of social media;
- 9) Design a realistic marketing strategy and marketing plan for tourism or recreation organization or a major special event.

**NATURE OF COURSE DELIVERY:**

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, a field trip, and hands-on group and individual projects. Students are required to spend time studying individually, but are encouraged to work collaboratively with other students on assignments, projects and other learning activities.

**REQUIRED READINGS:**

Kotler, P., Bowen, J.T., & Makens, J. C. (2014) *Marketing for Hospitality and Tourism (6th.)*. Prentice Hall

## CELL PHONES AND LAPTOPS:

Cell phones must be turned off or silenced during class. Unless required due to documented disability, laptop computers may NOT be used or turned on during class meetings. The use of communication and entertainment devices such as iPads, iPods, and similar devices is also prohibited.

## EVALUATION:

The course will be graded on a percentage system, with a total of 100 possible percentage points.

Grade	Total Score (Percentage)	Grade	Percentage
A+	485-500 (97.0-100%)	C+	385-399 (77.0-79.9%)
A	470-484 (94.0-96.9%)	C	370-384 (74.0-76.9%)
A-	450-469 (90.0-93.9%)	C-	350-369 (70.0-73.9%)
B+	435-449 (87.0-89.9%)	D	300-349 (60.0-69.9%)
B	420-434 (84.0-86.9%)	F	Below 300 (Below 60%)
B-	400-419 (80.0-83.9%)		

## COURSE REQUIREMENTS:

Activity	Point	Percentage
Attendance & Participation	50	10%
Two Exams (100 points each)	200	40%
One Group Project (Marketing Plan)	100	20%
Industry New Presentation	25	5%
One Individual Assignment	75	15%
Five In-Class Quizzes	50	10%
<b>Total</b>	<b>500</b>	<b>100%</b>

The instructor reserves the right to change this syllabus in order to improve the quality of the overall learning experience. Changes may include scheduled activities, classroom policies, and future grading criteria, and will be communicated to all students in a revised syllabus document.

**TENTATIVE COURSE SCHEDULE:**

WEEK	DATE	TOPIC	READING
1	Jan. 21	Introduction – Syllabus Review, Team Selection	
	Jan. 23	Introduction: Marketing for Hospitality and Tourism	Chapter 1
2	Jan. 28	Service Characteristics of Hospitality and Tourism Marketing	Chapter 2
	Jan. 30	The Role of Marketing in Strategic Planning	Chapter 3
3	Feb. 4	The Role of Marketing in Strategic Planning	Chapter 3
	Feb. 6	The Marketing Environment	Chapter 4
4	Feb. 11	Market Segmentation, Targeting, and Positioning	Chapter 8
	Feb. 13	Designing and Managing Products	Chapter 9
5	Feb. 18	Designing and Managing Products	Chapter 9
	Feb. 20	Consumer Markets and Consumer Buying Behavior	Chapter 6
6	Feb. 25	<b>Mid-term Exam Review Session</b>	
	Feb. 27	<b>Mid-term Exam</b>	
7	Mar. 4	<b>Group Project Work Session &amp; Individual Project</b>	
	Mar. 6	Destination Marketing	Chapter 17
8	Mar. 11	<b>Spring Break</b>	
	Mar. 13	<b>Spring Break</b>	
9	Mar. 18	Pricing Products	Chapter 11
	Mar. 20	Organizational Buyer Behavior of Group Market	Chapter 7
10	Mar. 25	Promoting Products: Communication and Promotion Policy and Advertising	Chapter 13
	Mar. 27	Promoting Products: Public Relations and Sales Promotion	Chapter 14
11	Apr. 1	<b>Group Project Work Session</b>	
	Apr. 3	<b>Individual Project Presentation</b>	
12	Apr. 8	<b>Individual Project Presentation</b>	
	Apr. 10	Internal Marketing	Chapter 10
13	Apr. 15	Distribution Channels	Chapter 12
	Apr. 17	Professional Sales	Chapter 15
14	Apr. 22	Direct and Online Marketing	
	Apr. 24	<b>Group Project Work Session</b>	
15	Apr. 29	<b>Marketing Plan Presentation</b>	<b>3 Teams</b>
	May. 1	<b>Marketing Plan Presentation &amp; Exam Review</b>	<b>3 Teams</b>
16	May. 8	<b>Final Exam – Exam Time: 10:30 am – 1:15pm</b>	

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

**CLASS ATTENDANCE AND PARTICIPATION:**

Attendance will be taken at the beginning of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final. I will take attendance for all class meetings, not including exam dates or other dates noted on the schedule. Arrivals 15 min after the beginning of the class and early departures (15 and more min. before the class end) will be considered a half absence.

I will give you two freebies (no questions asked). These two excused absences CANNOT be used on the following days: exams, quizzes, group project work sessions, and your presentations (including others' group project presentations). After that, **10 points of the 50 points for attendance and participation will be lost for each day missed. Each missing class will result in 10 points off of your total grade points after your loss of all 50 points of your attendance and participation grade. Also be advised that beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue "F" grade if, after written warning, the student's absence or tardiness continues at a level of that constitutes "non-participation".**

**The only acceptable reasons for missing class are the same as those of the exam (so, use freebies wisely). Students missing class due to severe illness and family emergency should contact the instructor ahead of time and provide him with verification document.** No points can be made up for an absence.

Participation in this class is strongly required as this will contribute to the content quality of the class as well as your intellectual benefit from it. Please prepare for class by reading the assigned material as well as the cases.

Also, many of you are working in service firms. Please share your experiences with the class.

Your grade for class will be based on my judgment of the consistency with which you participate constructively and show leadership in class discussion and activity. Please note that class discussion includes interacting with your classmates.

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- 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/policies/responsible-use-of-computing/>].
- 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 behaviors and dispositions 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.