

- **Participation:** Students are expected to actively engage in all course activities throughout the semester, which include viewing of all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- **Technical Competence:** Students are expected to demonstrate competence in the use of all course technology. Students are expected to seek assistance if they are struggling with technical components of the course.
- **Technical Issues:** Students should expect that they could experience some technical difficulties at some point in the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- **Workload:** Expect to log in to this course **at least __3__ times a week** to read announcements, participate in the discussions, and work on course materials. Remember, this course is **not** self-paced. There are **specific deadlines** and **due dates** listed in the **CLASS SCHEDULE** section of this syllabus to which you are expected to adhere. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Advising:** If you would like to schedule a one-on-one meeting to discuss course requirements, content or other course-related issues, and you are unable to come to the Mason campus, we can meet via telephone or web conference. Send me an email to schedule your one-on-one session and include your preferred meeting method and suggested dates/times.
- **Netiquette:** Our goal is to be **collaborative**, not combative. Experience shows that even an innocent remark in the online environment can be misconstrued. I suggest that you always re-read your responses carefully before you post them to encourage others from taking them as personal attacks. **Be positive in your approach to others and diplomatic with your words.** I will do the same. Remember, you are not competing with each other but sharing information and learning from one another as well as from the instructor.

COURSE OBJECTIVES

At the 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

COURSE OVERVIEW

Students are held to the standards of the George Mason University Honor Code. You 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 a deduction of one letter grade per day late will be assessed.

REQUIRED READINGS

Textbook : Kotler, Philip, Bowen, John T. and Makens, James C. 2010. Marketing for Hospitality and Tourism, 5th Edition. Saddle River, NJ. Pearson Education, Inc

EVALUATION*

Type	Points	Due Date
Participation/Attendance	25	
Midterm Exam	100	October 6-12
Discussions/Case Studies	75	
Marketing Plan-written version	100	November 16
Marketing Presentation	100	
Groups 1-6		Nov 17-23
Groups 7-10		Dec 1-6
Final Exam	100	December 10-13

Notes: *Make up examinations will be conducted ONLY if the instructor grants prior permission or student has a written doctor's note. All students are expected to keep a copy of their original work **Refer to GMU Fall 2014 Exam Schedule to verify date of exam.

Grading Scale

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

Grading Scale

A+ = 97 – 100	B+ = 87 – 89	C+ = 77 – 79	D = 60 – 69
A = 94 – 96	B = 84 – 86	C = 74 – 76	F = 0 – 59
A- = 90 – 93	B- = 80 – 83	C- = 70 – 73	

COURSE OUTLINE

Please see attached course outline. Please note that this is only a rough outline and does not include articles which may be assigned. The order of this schedule may change to fit the needs of the class.

Week One August 25-30 Syllabus Overview Chapter 1 –Marketing for Hospitality and Tourism	Week Two September 1-7 Chapter 2-Service Characteristics of Hospitality and Tourism Marketing Chapter 9-Designing and Managing Products
Week Three September 8-14 Chapter 3-The Role of Marketing in Strategic Planning Chapter 4-The Marketing Environment	Week Four September 15-21 Chapter 5-The Marketing Environment Chapter 6-Consumer Markets and Consumer Buying Behavior
Week Five September 22-28 Chapter 8-Market Segmentation, Targeting and Positioning Chapter 18-Next Years Marketing Plan	Week 6 September 29-October 5 Overview of Marketing Plan and Presentation Formation of Groups Review for Midterm Exam
Week 7 October 6-12 MIDTERM EXAM	Week 8 October 13-19 Chapter 7-Organizational Buying Behavior of Group Market Chapter 10-Internal Marketing
Week 9 October 20-26 Chapter 11-Pricing Products, Pricing Considerations, Approaches and Strategy Chapter 12-Distribution Channels	Week 10 October 27-November 2 Chapter 13-Promoting Products; Communication and Promotion Policy and Advertising Chapter 14-Promoting Products: Public Relations and Sales Promotion
Week 11 November 3-9 Chapter 15-Professional Sales Chapter 16-Direct and Online Marketing: Building Customer Relationships	Week 12 November 10-16 Chapter 17-Destination Marketing Written Marketing Plan document due November 16th
Week 13 November 17-23 Groups 1-6 present their Marketing Presentation	Week 14 November 24-30 THANKSGIVING RECESS
Week 15 December 1-6 Groups 7-10 present their Marketing Presentation	Week 16 December 10-13 FINAL EXAM

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-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.

TOUR 412 Class Policies

Attendance – Regular attendance is essential to your success. Participation in weekly assignments and discussions, as well as attending presentations of your classmates is a necessary requirement of this course. We will work to build a sense of community within our online classroom, but it is up to you to attend, join in and take part.

Case Studies/Discussions: Throughout the term there will be graded Case Study Assignments and Weekly discussion questions that you are to respond to. Discussions will be topical and due on Thursdays of each week, and you should provide comments and feedback to at least two classmates by the end of the week (Sunday). All graded Case Studies and Discussions will total 75 points and no make-ups will be given. Students who are absent and present a doctor's note will be provided with an alternative assignment. Work submitted after the week had ended will receive a zero for the assigned Discussion Questions and/or Case Study.

Group Marketing Plan and Presentation – The group project is meant to be a team effort and will be graded accordingly. Each team member will receive a group grade as well as an individual grade based on their role in the presentation, written document and based on the peer reviews. If there is an issue with participation within a group, and one member is given 0-1 peer points by all other group members, the professor reserves the right to assign a new project to the identified student at a reduced point base.