

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

Tour 412 – Tourism and Event Marketing

Summer 2016

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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.

DELIVERY METHOD:

This course will be delivered online using an asynchronous format via the Blackboard learning management system (LMS) housed in the MyMason portal. You will log in to the Blackboard course site using your Mason email name (everything before “@masonlive.gmu.edu) and email password.

TECHNICAL REQUIREMENTS:

To participate in this course, students will need the following resources

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox. Opera and Safari are not compatible with Blackboard
- Consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of the course requirements

EXPECTATIONS:

- **Course Week:** Because online courses do not have a “fixed” meeting day, our week will generally start on Monday, and finish on Friday. Exceptions are noted on the course schedule.
- **Log-in Frequency:** Students must actively check the course Blackboard site and their GMU email for communications from the instructor, at a minimum this 5 times per week.
- **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 online 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 4 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.

REQUIRED READINGS:

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

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.
- **Discussion:** Throughout the term there will be graded Weekly discussion questions that you are to respond to. Discussions will be topical and due on Fridays of each week and you should provide comments and feedback to at least two classmates. 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
- **Group Marketing Plan:** 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 written document and based on the peer reviews. If there is an issue with participation within a group, and one member is given 10-20 points by all other group members, the professor reserves the right to assign a new project to the identified student at a reduced point based.

EVALUATION:

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

Grade	Percentage	Grade	Percentage
A+	97.0-100%	C+	77.0-79.9%
A	94.0-96.9%	C	74.0-76.9%
A-	90.0-93.9%	C-	70.0-73.9%
B+	87.0-89.9%	D	60.0-69.9%
B	84.0-86.9%	F	Below 60%
B-	80.0-83.9%		

COURSE REQUIREMENTS:

Activity	Point	Percentage
Attendance & Participation(Discussion)	50	12.5%
Two Exams (100 points each)	200	50%
One Group Project (Marketing Plan)	100	25%
Peer Evaluation	10	2.5%
Two Quizzes	40	10%
Total	400	100%

TENTATIVE COURSE SCHEDULE:

Week	Topics/Activities	Readings
Week 1 5/16-5/20	Marketing for hospitality and tourism Service characteristics of hospitality and tourism marketing The role of marketing in strategic planning <ul style="list-style-type: none"> Directed readings due Friday 5/20 by 11:00p.m Discussion comments due Friday 5/20 by 11:00p.m Introduce yourself to the class in the Personal Introductions section due Friday 5/20 by 11:00p.m Review the information on the group project in the Contents – Find out who you can work with, who have similar schedules, etc. Group project – Marketing plan 	Chapters 1,2 &3
Week 2 5/23-5/27	The marketing environment Consumer markets and consumer buying behavior Organizational buyer behavior of group market <ul style="list-style-type: none"> Directed readings due Friday 5/27 by 11:00p.m Discussion comments due Friday 5/27 by 11:00p.m Quiz 1 (Chapters 1,2, & 3) due Friday 5/27 by 11:00p.m Group project – Marketing plan 	Chapter 4, 6, & 7
Week 3 5/30-6/3	Market segmentation, targeting, and positioning Designing and managing products Pricing products: Pricing considerations, approaches, and strategy <ul style="list-style-type: none"> Directed readings due Friday 6/3 by 11:00p.m Discussion comments due Friday 6/3 by 11:00p.m Mid-term exam (Chapters 1,2,3,4,6,7,&8) due Friday 6/3 by 11:00p.m Group project-Marketing plan 	Chapter 8,9,& 11
Week 4	Distribution channels	Chapter 12,13,&14

6/6-6/10	Promoting products: Communication and promotion policy and advertising Promoting products: Public relations and sales promotion <ul style="list-style-type: none"> • Directed readings due Friday 6/10 by 11:00p.m • Discussion comments due Friday 6/10 by 11:00p.m • Quiz 2 (Chapters 9,11, & 12) due Friday 6/10 by 11:00p.m (start from 6/8 at 9:00a.m) • Group project – Marketing plan 	
Week 5 6/13-6/18	Professional sales Direct and online marketing: Building customer relationships <ul style="list-style-type: none"> • Directed readings due Wednesday 6/15 by 11:00p.m • Discussion comments due Thursday 6/16 by 11:00p.m • Group project submission due Thursday 6/16 by 11:00p.m • Final exam (Chapters 9,11,12,13,14,15,&16) due Friday 6/17 by 11:00p.m 	Chapters 15-16

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.

