

GEORGE MASON UNIVERSITY
College of Education and Human Development
School of Recreation, Health, and Tourism

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

Fall 2016

3 Credits Fall Semester 2016

Monday 10:30-1:10 Prince William Campus, Colgan Hall Room Number 204

INSTRUCTOR: Michael P. McHale
OFFICE HOURS: By Appointment or after
Monday's class

OFFICE LOCATION: 220 Bull Run Hall,
SciTech

OFFICE PHONE: (703) 912-4746
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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 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, class discussion and case studies 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**.

Course Delivery Method

This course will be delivered face to face, lecture/discussion method in a formal classroom setting.

Technical Requirements

To participate in this course, students will have need to satisfy the following technical requirements:

- High Speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note Opera and Safari are not compatible with Blackboard).
- Students must maintain 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 computers or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
 - [Adobe Acrobat Reader: <https://get.adobe.com/reader/>]

- [Windows Media Player://windows.microsoft.com/en-u/windows/downloads/windows-media-player/]
- [Apple Quick Time Player: www.apple.com/quicktime/download/]

Expectations

- Course Week:
Our course week will begin on the day that our synchronous meetings take place as indicted on the Schedule of Classes.
- Log-in Frequency:
Students must actively check course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least two times per week.
- Participation: Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.

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

PROFESSIONAL ASSOCIATION 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.

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 test will be twenty-five questions. **The term project topic and outline must be submitted for review and approval NLT October 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) and an in class presentation of the plan. **The written plan is due not later than November 21st** and 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 10 minutes, with an additional 5 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 each, 1@50 points)	350
Test #1 Chapters 1-4	
Test #2 Chapters 5-8	
Test #3 Chapters 9-12	
Test #4 Chapters 13-14	

Total **500**

Research Presentation – The presentation needs to include an introduction, a statement of the problem, the methodology, sample of the results, discussion items and conclusion/recommendations. Visual support such as PowerPoint must be included.

Research Proposal – The proposal needs to be typed, double spaced with 12 Time New Roman font. The proposal must include an introduction, a statement of the problem, the methodology, results, a discussion and conclusion/recommendations.

Participation – Students must attend class in order to participate in the discussions generated by the readings. Contribution will be evaluated based on the number and quality of questions asked or answered and opinion provided when asked.

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		

Professional Dispositions

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.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).

Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.

TENTATIVE COURSE SCHEDULE

Date	Topic	Class Activity/Assignment
August 29	Course Introduction/Planning Reaching New Heights - Integrating Marketing	Student introductions/expectations Chapter 1
September 12	The Marketing of Leisure and Tourism Experiences The Quality Service Foundation	Chapter 2 Chapter 3

September 19	Enabling Marketing Action Marketing – Practical Application Test 1 Review	Chapter 4 Test 1
September 26	Understanding, Developing, and Applying Marketing Research Developing the Strategy	Chapter 5 Chapter 6
October 3	Target Market Approaches Brand Positioning and Marketing Outcomes	Chapter 7 Chapter 8
October 10	Marketing Plan Term Project Review Test 2 Review	Discussion of Format/Design/Content Requirements Test 2
October 17	Processing Operational Decisions Term Project topic and outline due	Chapter 9 Brief student presentation and discussion of project plan
October 24	Organization Offerings, Distribution, and Pricing Promotional Brand, Collateral Design and Events	Chapter 10 Chapter 11
October 31	Advertising, Public Relations, and Crisis Communication Test 3 Review	Chapter 12 Test 3
November 7 ⁹	Marketing – Practical Application	Guest Speaker TBA
November 14	Relationships: Community, Sponsorships, and Stewardship Direct Marketing: Internal and External Sales	Chapter 13 Chapter 14

November 21	Marketing plan Projects Due The Grant Process Test 4 Review	Test 4
November 28	Marketing plan Presentations	Assignments TBA
December 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.

