

**GEORGE MASON UNIVERSITY**  
**School of Recreation, Health, and Tourism**  
**Hospitality, Tourism and Events Management**

Tour 412 A01 – Tourism and Event Marketing

3 credit, Summer 2018

**Faculty**

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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

**University Catalog 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 Delivery Method**

This course will be delivered online (76% or more) using [select either a synchronous or an asynchronous] format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on Monday, May 21, 2018

**Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.**

**Technical Requirements**

To participate in this course, students will 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 computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download: [Add or delete options, as desire.]
  - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
  - Windows Media Player: <https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>
  - Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)

**Expectations**

- Course Week: Because asynchronous courses do not have a “fixed” meeting day, our week will start on Monday, and finish on Saturday.
- Log-in Frequency: Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least **5 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.
- Technical Competence: Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues: Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload: Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student’s responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support: Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.
- Netiquette: The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words.* Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations: Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

## Learner Outcomes or 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.

## REQUIRED READINGS:

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

## Course Performance 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%
<b>Total</b>	<b>400</b>	<b>100%</b>

## Other Requirements

- **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 reserve 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.

## Professional Dispositions

Students are expected to exhibit professional behaviors and dispositions at all times.

## Class Schedule

Week	Topics/Activities	Readings
Week 1 5/21-5/25	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"> <li>• Directed readings due Saturday 5/26 by 11:00p.m</li> <li>• Discussion comments due Saturday 5/26 by 11:00p.m</li> <li>• Introduce yourself to the class in the Personal Introductions section due Friday 5/25 by 11:00p.m</li> <li>• Review the information on the group project in the Contents – Find out who you can work with, who have similar schedules, etc.</li> </ul>	Chapters 1,2 &3

	<ul style="list-style-type: none"> <li>Group project – Marketing plan</li> </ul>	
Week 2 5/28/-6/1	<p>The marketing environment Consumer markets and consumer buying behavior Organizational buyer behavior of group market</p> <ul style="list-style-type: none"> <li>Directed readings due Saturday 6/2 by 11:00p.m</li> <li>Discussion comments due Saturday 6/2 by 11:00p.m</li> <li>Quiz 1 (Chapters 1,2, &amp; 3) due Friday 6/1 by 11:30p.m (start from 5/30 at 9:00a.m)</li> <li>Group project – Marketing plan</li> </ul>	Chapter 4, 6, & 7
Week 3 6/4-6/8	<p>Market segmentation, targeting, and positioning Designing and managing products Pricing products: Pricing considerations, approaches, and strategy</p> <ul style="list-style-type: none"> <li>Directed readings due Saturday 6/9 by 11:00p.m</li> <li>Discussion comments due Saturday 6/9 by 11:00p.m</li> <li>Mid-term exam (Chapters 1,2,3,4,6,7,&amp;8) due Friday 6/8 by 11:00p.m (start from 6/7 at 9:00 a.m)</li> <li>Group project-Marketing plan</li> </ul>	Chapter 8,9,& 11
Week 4 6/11-6/15	<p>Distribution channels Promoting products: Communication and promotion policy and advertising Promoting products: Public relations and sales promotion</p> <ul style="list-style-type: none"> <li>Directed readings due Saturday 6/16 by 11:00p.m</li> <li>Discussion comments due Saturday 6/16 by 11:00p.m</li> <li>Quiz 2 (Chapters 9,11, &amp; 12) due Friday 6/15 by 11:00p.m (start from 6/14 at 9:00a.m)</li> <li>Group project – Marketing plan</li> </ul>	Chapter 12,13,&14
Week 5 6/18-6/22	<p>Professional sales Direct and online marketing: Building customer relationships</p> <ul style="list-style-type: none"> <li>Directed readings due Thursday 6/21 by 11:00p.m</li> <li>Discussion comments due Friday 6/22 by 11:00p.m</li> <li>Group project submission due Thursday 6/21 by 11:00p.m</li> <li>Final exam (Chapters 9,11,12,13,14,15,&amp;16) due Friday 6/22 by 11:00p.m (started from June 20 at 9:00a.m)</li> </ul>	Chapters 15-16

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

### 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: <http://cehd.gmu.edu/values/>.

### 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](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.
- The Writing Center 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 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. 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://ssac.gmu.edu/make-a-referral/>.

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

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