

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

3 Credits Fall Semester 2018

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

FACULTY

Name: Michael P. McHale

Office Hours: By Appointment

Office Location: College of Education and
Program Development
Program Office, Colgan
Hall, Prince William
Campus

Office Phone: (703) 912-4746

Email address: mmchale2@gmu.edu

PREREQUISITES

PRLS 410 and 60 credit hours

University Catalog 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, posted notes, class assignments 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 as a hybrid class that includes an initial face to face classroom session, followed by on-line text review and examinations and will conclude with formal in-class marketing plan presentations. Students are held to the standards of the George Mason University Honor Code and are expected to attend all class sections, actively participate in on-line text review and fulfill all assignments. Assignments must be turned in on the specified date due or **no credit will be given**.

Course Delivery Method

This course will be delivered through an initial face to face meeting, followed by on-line review of text and class notes, on-line examinations and formal classroom presentations.

LEARNER 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 STANDARDS

Upon completion of this course, students will have met the following professional accreditation standards: **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 TEXT

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.

COURSE PERFORMANCE EVALUATION

Students are responsible for all information presented in the course, including that delivered during the initial classroom meeting and on-line lectures and notes. Students are expected to review the text and all posted on-line notes and complete all assignments. There will be 4 non-cumulative on-line 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 15th .** 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 19th** 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

Term Research Project	150
Tests: (3 @ 100 points each, 1 @ 50 points)	<u>350</u>
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 Times 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

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 behavior and disposition at all times.

CLASS SCHEDULE

Date	Topic	Class Activity/Assignment
August 27	Course Introduction/Planning Reaching New Heights - Integrating Marketing	Student introductions/expectations Chapter 1
September 10	The Marketing of Leisure and Tourism Experiences The Quality Service Foundation	Chapter 2 Chapter 3
September 17	Enabling Marketing Action Marketing – Practical Application Test 1 Review	Chapter 4 Test 1
September 24	Understanding, Developing, and Applying Marketing Research Developing the Strategy	Chapter 5 Chapter 6
October 1	Target Market Approaches Brand Positioning and Marketing Outcomes	Chapter 7 Chapter 8

October 8	Marketing Plan Term Project Review Test 2 Review	Discussion of Format/Design/Content Requirements Test 2
October 15	Processing Operational Decisions Term Project topic and outline due	Chapter 9 Brief student presentation and discussion of project plan
October 22	Organization Offerings, Distribution, and Pricing Promotional Brand, Collateral Design and Events	Chapter 10 Chapter 11
October 29	Advertising, Public Relations, and Crisis Communication Test 3 Review	Chapter 12 Test 3
November 5	Marketing – Practical Application	Review Sample Presentation Videos
November 12	Relationships: Community, Sponsorships, and Stewardship Direct Marketing: Internal and External Sales	Chapter 13 Chapter 14
November 19	Marketing plan Projects Due The Grant Process Test 4 Review	 Test 4
November 26	Class Marketing plan Presentations	Assignments TBA
December 3	Class Marketing Plan Presentations	Assignments TBA

Please note that students should read each text chapter consistent with the above schedule in order to be prepared for each of the noted examinations. 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, 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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- 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 <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices 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/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

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



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