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		02-1126	APR 22 2003	APR 29 2003

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person Dr. Stephen Shiring	Email Address sshiring@iup.edu
Proposing Department/Unit Hotel, Restaurant, & Institutional Management	Phone 7-4440

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

1. Course Proposals (check all that apply)

☒ New Course
 ☐ Course Prefix Change
 ☐ Course Deletion
☐ Course Revision
 ☐ Course Number and/or Title Change
 ☐ Catalog Description Change

HMGT 320 Hospitality Marketing

Current Course prefix, number and full title

Proposed course prefix, number and full title, if changing

2. Additional Course Designations: check if appropriate

☐ This course is also proposed as a Liberal Studies Course.
 ☐ Other: (e.g., Women's Studies, Pan-African)
☐ This course is also proposed as an Honors College Course.

3. Program Proposals

☐ New Degree Program
 ☐ Program Title Change
 ☐ Program Revision
☐ New Minor Program
 ☐ New Track
 ☐ Other

Current program name

Proposed program name, if changing

4. Approvals

Date

Department Curriculum Committee Chair(s)	<i>[Signature]</i>	1-15-03
Department Chair(s)	<i>Stephen B Shiring</i>	1-15-03
College Curriculum Committee Chair	<i>[Signature]</i>	3-19-03
College Dean	<i>Charles P. Zou</i>	28 Mar 03
Director of Liberal Studies *		
Director of Honors College *		
Provost *		
Additional signatures as appropriate: (include title)		
UWUCC Co-Chairs	<i>Gail Schuist</i>	4/22/03

* where applicable

NEW SYLLABUS OF RECORD

I. Catalog Description

HMGT 320 Hospitality Marketing

3 class hours
0 lab hours
3 credit hours
(3c-0l-3cr)

Prerequisite: HMGT 256

Understanding the principles and concepts of marketing as they apply to hospitality management. Analyzes consumer behavior related to the hospitality industry. Students learn to make effective marketing decisions as they apply to customer satisfaction.

II. Course Objectives

The student will:

1. define the role of hospitality marketing and discuss its core concepts.
2. explain marketing strategies that are useful in the hospitality and travel industries.
3. explain the role of market-oriented strategic planning for hospitality and tourism industries.
4. list and discuss the importance of the elements of the hospitality and tourism industries microenvironments, including company, suppliers, marketing intermediaries, customers, and public.
5. outline the marketing research process.
6. explain the buyer decision process of hospitality and tourism services and products.
7. explain hospitality market segmentation, and identify several possible bases for segmenting consumer markets, business markets, and international markets.
8. explain how atmosphere, customer interaction with service delivery system, customer interaction with other customers, and customer co-production are all elements to be considered when designing a hospitality product.
9. understand the importance of internal marketing and identify internal and external factors affecting hospitality and tourism pricing decisions.

III. Course Outline

A. Introduction: Marketing for Hospitality and Tourism

(1 hour)

1. What is Hospitality and Tourism Marketing
2. Marketing in the Hospitality Industry

- B. Service Characteristics (2 hours)
1. The Hospitality and Tourism Service Culture
 2. Characteristics of Hospitality and Tourism Service Marketing
- C. The Role of Marketing in Hospitality Strategic Planning (1 hour)
- D. The Hospitality Marketing Environment (1 hour)
- E. Hospitality Marketing Information Systems and Marketing Research (1 hour)
- F. Hospitality Consumer Markets and Consumer Buying Behavior (2 hours)
1. A Model of Consumer Behavior
 2. Unique Aspects of Hospitality and Travel Consumers
- G. Organizational Buyer Behavior of Group Markets (4 hours)
1. The Organizational Buying Process
 2. Hospitality - Group Business Markets
 3. The Corporate Account and Corporate Travel Manager
 4. Exam
- H. Market Segmentation, Targeting, and Positioning in Hospitality (2 hours)
- I. Designing and Managing Hospitality Products (2 hours)
4. Brand Decisions
 5. New Hospitality Product Development
 6. Product Development through Acquisition
 7. Hospitality Product-Life Cycle Strategies
- J. Internal Marketing in Hospitality (1 hour)
1. The Internal Marketing Process

- K Building Customer Loyalty through Quality (2 hours)**
1. Defining Customer Value and Satisfaction
 2. Retaining Customers
 3. The Link Between Marketing and Quality
 4. Developing a Service Quality Program
- L Pricing Products: Pricing, Approaches, and Strategy (2 hours)**
5. Factors to Consider When Setting Prices
 6. General Pricing Strategies
- M Hospitality Distribution Channels (3 hours)**
1. Nature of Distribution Channels
 2. Marketing Intermediaries
 3. Working with Travel Agents
 4. Exam
- N. Promoting Products: Communication, Promotion and Advertising (3 hours)**
1. The Communication Process
 2. Establishing the Total Marketing Communications Budget
 3. Managing and Coordinating Integrated Marketing
- O. Promoting Products: Public Relations & Sales Promotion (3 hours)**
1. Major Activities of Hospitality PR Departments
 2. The Public Relations Process

- P. Electronic Marketing: Internet Marketing, Database Marketing and Direct Marketing (2 hours)
1. Internet Marketing
 2. Using the Web to Market Tourism Destinations
 3. Web Site Development
 4. Business-to-Business E-Commerce
- Q. Professional Sales in Hospitality (3 hours)
1. Management of Professional Sales
 2. Nature of Hospitality Sales
 3. Organizing the Sales Department
- R. Destination Marketing (3 hours)
1. The Globalization of the Tourist Industry
 2. Tourism Strategies and Investments
 3. Segmenting and Monitoring the Tourism Market
- S. Hospitality and Tourism Marketing Plan (3 hours)
1. Purpose of a Marketing Plan
 2. Environmental Analysis and Forecasting
 3. Segmentation and Targeting
 4. Preparing for the Future
 5. Exam
- T. Final Examination/Culminating Activity (2 hours)

IV. Evaluation Methods

The final grade will be determined as follows:

60% Three semester tests. 100 points each. Multiple choice, short answer, true/false format

- | | |
|-----|--|
| 20% | Comprehensive final exam. 200 points - Multiple choice, short answer, true/false format |
| 20% | Group project B 200 points B Group project creating a marketing plan for a proposed hospitality, travel or tourism business. |

V. Example Grading Scale

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
59% and below	F

VI. Attendance Policy

As student learning is enhanced by class attendance and participation in discussions, the instructor encourages regular class attendance. The attendance policy of the instructor recognizes students' need to miss class because of illness or personal emergency.

VII. Required Textbooks, Supplemental Books and Readings

Kotler, P., Bowen, J., and Makerns, J., Marketing for Hospitality and Tourism. 3rd Edition. Prentice Hall. Upper Saddle River, New Jersey, 2003.

VIII. Special Resource Requirements

None

IX. Bibliography

Allen, J., McDonnell, I., O'Toole, W., and Harris, R., Festival and Special Event Management, 2nd Edition. John Wiley & Sons, New York, New York, 2002.

Goeldner, C., Brent Ritchie, J.R., McIntosh, R., Tourism: Principles, Practices, Philosophies, 8th Edition. John Wiley & Sons, New York, New York, 1999.

Joe Goldblatt, J., Special Events: Twenty-First Century Global Event Management, 3rd Edition. John Wiley & Sons, New York, New York, 2002.

Hoyle, L.H. Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions, John Wiley & Sons, New York, New York, 2002.

Hsu, C. & Powers, T., Marketing Hospitality, 3rd Edition. John Wiley & Sons, New York, New York, 2001.

Kotler, P., Marketing A to Z, John Wiley & Sons, New York, New York, 2003.

Lewis, R. & Chambers, R., Marketing Leadership in Hospitality: Foundations and Practices, 3rd Edition., John Wiley & Sons, New York, New York, 2000.

Robbe, D., Expositions and Trade Shows, John Wiley & Sons, New York, New York, 1999.

Skinner, B., Rukavina, V., and Goldblatt, J., The Complete Guide to Event Sponsorship, John Wiley & Sons, New York, New York, 2002.

Sterne, J., World Wide Web Marketing: Integrating the Web into Your Marketing Strategy, 3rd Edition., John Wiley & Sons, New York, New York, 2001.

Course Analysis Questionnaire

HGMT 320 Marketing for Hospitality

Section A: Details of the Course

- A1. *How does the course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies).*

HMGMT 320 Hospitality Marketing will compliment the Hospitality Management curriculum as a required core course. This course is not for inclusion in the Liberal Studies Program.

- A2. *Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.*

This course does not require changes in the context of any other existing courses or a need requiring additional requirements for a major in the Hospitality Management program. This course solidifies the Hospitality Management curriculum and is highly recommended by the department=s Industry Advisory Committee. It is designed to integrate and apply concepts of marketing to the holistic understanding of a hospitality operation. This course will be offered as a required, core course.

- A3. *Has this course ever been offered at IUP on a trail basis (e.g. as a special topic). If so, explain the details of the offering.*

This course has not been offered by the department.

- A4. *Is this course to be a dual-level course? If so, what is the approval status at the graduate level?*

No, this course is not a dual-level course.

- A5. *If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?*

This course will not be taken for variable credit.

A6. *Do other higher education institutions currently offer this course? If so, please list examples.*

Yes, hospitality marketing is offered in the curriculum of hospitality management programs. The following are provided as a sample for review.

Penn State University
Hotel, Restaurant And Institutional Management (HR&IM)
HR&IM 204 Hotel and Restaurant Marketing and Merchandising

Michigan State University
The School of Hospitality Business
HB 375 (3) - Hospitality Marketing

Johnson & Wales University
Rhode Island
HM3050 Hospitality Strategic Marketing

Conrad N. Hilton College of Hotel and Restaurant Management
Houston, Texas
HRMA 4361
Marketing Strategies in the Hospitality Industry. Strategic analysis and organizational decisions involved in creating and maintaining markets in the hospitality industry.

William F. Harrah College of Hotel Administration
University of Nevada Las Vegas
TCA 384 Destination Marketing
TCA 380 Hotel Marketing I
TCA 381 Sales Blitz
TCA 421 Market and Feasibility Studies
TCA 445 Strategic Hospitality Marketing
TCA 481 Hotel Advertising and Sales Promotions
TCA 495 Casino Marketing

Mercyhurst College
Hotel, Restaurant and Institutional Management (HRIM)
HRIM 260. HOSPITALITY MARKETING & SALES
Purdue University
Department of Hospitality and Tourism Management
HTM 231 Hospitality and Tourism Marketing

- A7. *Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation. Explain why this course content or these skills cannot be incorporated into an existing course.*

The standards of accreditation of the Accreditation Commission for Programs in Hospitality Administration require “specific applications in hospitality management” in the area of “the marketing of hospitality goods and services”. The specific content of this course cannot be incorporated into a current course because of its in-depth coverage and specific hands-on requirements.

Section B: Interdisciplinary Implications

- B1. *Will this course be taught by one instructor or will there be team teaching? If the latter, explain the teaching plan and its rationale.*

This course will be taught by one professor

- B2. *What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments) concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments which clarify their attitudes toward the proposed change(s).*

The Department of Marketing, Eberly College of Business and Information Technology, offers a MKTG 320 Principles of Marketing course. Students in Hospitality Management do not meet the prerequisite (ECON 122) for this course. The content of HMGT 320 Hospitality Marketing differs from the MKTG 320 Principles of Marketing as the principles and concepts of marketing are applied to a specific application regarding a hospitality and tourism business, as required for program accreditation..

- B3. *Will seats in this course be made available to students in the School of Continuing Education?*

Yes

Section C: Implementation

- C1. *Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedules of current faculty. What will be taught less frequently or in fewer sections to make this possible?*

Faculty resources in the department are adequate.

- C2. *What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms to the following:*

- *Space*
- *Equipment*
- *Laboratory Supplies and other Consumable Goods*
- *Library Materials*
- *Travel Funds*

The department currently has adequate resources available now to teach this course.

- C3. *Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)*

No grant funds are associated with this course.

- C4. *How frequently do you expect this course to be offered? Is the course particularly designed for or restricted to certain seasonal semesters?*

One section will be offered each Fall and Spring semester.

- C5. *How many sections of this course do you anticipate offering in any single semester?*

One section will be offered each Fall and Spring semester.

- C6. *How many students do you plan to accommodate in a section of this course? Is this planned number limited by the availability of any resources? Explain?*

This course will comfortably accommodate thirty-five students, if scheduled in Ackerman 110A, the computer lab facility. The nature of the computer lab restricts enrollment.

C7. *Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.*

No professional society limits either the enrollment or parameters for this course.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

Part III. Letters of Support or Acknowledgement

Attached

IUP WebMail - HRIM Curriculum Revision X

          

Date Sent: Thursday, December 05, 2002 12:06 PM

From: "Stephen B Shiring" <sshiring@iup.edu> [Add to Address Book](#)

To: [taiani <taiani>](#)

Cc: [jmiller <jmiller>](#)

Subject: HRIM Curriculum Revision

Status: ☐ Urgent ☐ New

﻿
December 5, 2002
Dr. Vincent Taiani (taiani)
Chairman, Marketing Department

The faculty of the Department of Hotel, Restaurant, and Institutional Management have evaluated our curriculum in preparation for a program revision and will no longer require MKTG 320 Principles of Marketing as a program component. The basis for this decision is that our accrediting agency, the Accreditation Commission for Programs in Hospitality Administration, requires that acquired competencies in the subject area of marketing be hospitality-specific. As the course MKTG 320 Principles of Marketing does not provide such hospitality-specific information, it is no longer required.

Please contact me if you have any further questions.

Dr. Stephen B. Shiring
Chairman
Department of HRIM



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