

12-18a. 13-11a.

LSC Use Only Proposal No:	UWUCC Use Only Proposal No: 11-110
LSC Action-Date:	UWUCC Action-Date: post - 3/6/12 W-7/13/14
Senate Action Date:	

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) Yasong Wang	Email Address yswang@iup.edu
Proposing Department/Unit Hospitality Management	Phone 724-357-6233

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

1. Course Proposals (check all that apply)

<input type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input checked="" type="checkbox"/> Catalog Description Change

Current course prefix, number and full title: **HRIM320 Hospitality Marketing**

Proposed course prefix, number and full title, if changing:

prerequisites
ms

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

<input type="checkbox"/> Learning Skills	<input type="checkbox"/> Knowledge Area	<input type="checkbox"/> Global and Multicultural Awareness	<input type="checkbox"/> Writing Across the Curriculum (W Course)
<input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies - must meet at least one)			
<input type="checkbox"/> Global Citizenship	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Oral Communication	
<input type="checkbox"/> Quantitative Reasoning	<input type="checkbox"/> Scientific Literacy	<input type="checkbox"/> Technological Literacy	

3. Other Designations, as appropriate

<input type="checkbox"/> Honors College Course	<input type="checkbox"/> Other: (e.g. Women's Studies, Pan African)
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4. Program Proposals

<input type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> New Track
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> New Minor Program	<input type="checkbox"/> Liberal Studies Requirement Changes	<input type="checkbox"/> Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Yasong Wang</i>	2-7-12
Department Chairperson(s)	<i>Stanley</i>	2-7-12
College Curriculum Committee Chair	<i>Janet Wacker</i>	2-20-12
College Dean	<i>Nancy E. Sunde</i>	2/28/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs		

Received
FEB 28 2012
Liberal Studies

Course Revision: HRIM 320 Hospitality Marketing

Part II. Description of the Curriculum Change

1. Syllabus of Record.
The new syllabus of record for this revised course is attached in Appendix A.
2. A Summary of the proposed revisions:
The course prerequisite is being changed from HRIM 256 to no prerequisite required.
3. Justification/rationale for the revision:
Faculty reassessment of this course indicates that the course revision (prerequisites only) is necessary, because this course does not need the prior academic preparation reflected by the formerly required prerequisites.
4. The old syllabus of record.
The old syllabus of record is attached in Appendix B.

Appendix A: New Syllabus Record

I. Catalog Description

HRIM 320 Hospitality Marketing

3 class hours

0 lab hours

3 credits

(3c-0l-3cr)

Students gain an understanding of 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 Outcomes:

The student will be able to:

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 industry's microenvironments including company, suppliers, marketing intermediaries, customers, and public.
5. Outline the marketing research process including defining the problem and research objectives, developing a research plan, implementing the research plan, and interpreting and reporting the findings.
6. Explain the buyer decision process of hospitality and tourism services and products. Discuss need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior.
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 with which one needs to be concerned when designing a hospitality product.

9. Understand why internal marketing is an important part of a hospitality marketing program and identify internal and external factors affecting hospitality and tourism pricing decisions.
10. Understand the application of internet marketing for hospitality and travel industries.

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
 3. Marketing Management and Philosophies
- B. Service Characteristics (2 hours)
 1. The Hospitality and Tourism Service Culture
 2. Characteristics of Hospitality and Tourism Service Marketing
 3. Management Strategies for Hospitality and Tourism Service Businesses
- C. The Role of Marketing in Strategic Planning (1 hour)
 1. Corporate Strategic Planning
 2. Business Strategy Planning
 3. Unique Challenges of the Hotel Industry
- D. The Marketing Environment (1 hour)
 1. The Company's Micro-Environment
 2. The Company's Macro-Environment
- E. Marketing Information Systems and Marketing Research (1 hour)
 1. The Marketing Information System
 2. Marketing Research in Smaller Organizations
- F. Consumer Markets and Consumer Buying Behavior (2 hours)
 1. A Model of Consumer Behavior
 2. Personal Characteristics Affecting Consumer Behavior
 3. The Buyer Decision Process
 4. Unique Aspects of Hospitality and Travel Consumers
- G. Organizational Buyer Behavior of Group Market (3 hours)
 1. The Organizational Buying Process
 2. Major Influences on Organizational Buyers
 3. Organizational Buying Decisions
 4. Hospitality – Group Business Markets
 5. Dealing with Meeting Planners
 6. The Corporate Account and Corporate Travel Manager

Exam 1 (1 hour)

H. Market Segmentation, Targeting, and Positioning (2 hours)

1. Markets
2. Market Segmentation
3. Market Targeting
4. Market Positioning

I. Designing and Managing Products (2 hours)

1. What is a Product?
2. Product Levels
3. Augmented Product
4. Brand Decisions
5. New Product Development
6. Product Development Through Acquisition
7. Product-Life Cycle Strategies

J. Internal Marketing (1 hour)

1. The Internal Marketing Process

K. Building Customer Loyalty Through Quality (2 hours)

1. Defining Customer Value and Satisfaction
2. Relationship Marketing
3. Retaining Customers
4. The Link Between Marketing and Quality
5. What is Quality?
6. Benefits of Service Quality
7. Developing a Service Quality Program

L. Pricing Products: Pricing, Approaches, and Strategy (2 hours)

1. Price
2. Factors to Consider When Setting Prices
3. General Pricing Strategies
4. Pricing Strategies
5. Price Changes

M. Distribution Channels (2 hours)

1. Nature of Distribution Channels
2. Marketing Intermediaries
3. Working with Travel Agents
4. Channel Behavior and the Organization
5. The Hilton Hotel Model

Exam 2 (1 hour)

- N. Promoting Products: Communication, Promotion, and Advertising (3 hours)
1. The Communication Process
 2. Establishing the Total Marketing Communication Budget
 3. Managing and Coordinating Integrated Marketing
 4. Communications - Southwest Airlines
 5. Advertising
 6. Major Decision in Advertising
- O. Promoting Products: Public relations and Sales Promotion (3 hours)
1. Public Relations – Taco Bell
 2. Major Activities of PR Department
 3. Publicity
 4. The Public Relations Process
 5. Major Tools in Marketing PR
 6. Public Relations Opportunities for the Hospitality Industry
 7. Crisis Management
 8. Sales Promotion
- 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
 5. Developing a Marketing Database System
- Q. Professional Sales (3 hours)
1. Management of Professional Sales
 2. Nature of Hospitality Sales
 3. Sales Force Objectives
 4. Sales Force Structure and Size
 5. Organizing the Sales Department
 6. Relationship Marketing and Strategic Alliances
 7. Recruiting and training a Professional Sales Force
 8. Managing a Sales Force
- R. Destination Marketing (3 hours)
1. The Globalization of the Tourist Industry
 2. Importance of Tourism to a Destination's Economy
 3. Tourism Strategies
 4. Segmenting and Monitoring the Tourism Market
 5. Communicating with the Tourist Market
 6. Organizing and Managing Tourism Marketing

- S. The Hospitality and Tourism Marketing Plan (3 hours)
1. Purpose of a Marketing Plan
 2. Executive Summary
 3. Corporate Connection
 4. Environmental Analysis and Forecasting
 5. Segmentation and Targeting
 6. Objectives and Quotas
 7. Action Plans: Strategies and Tactics
 8. Pricing Strategy
 9. Resources Needed to Support Strategies and Meet Objectives
 10. Marketing Control
 11. Presenting and Selling the Plan
 12. Preparing for the Future

Exam 3 (1 hour)

Final Exam -- During Final Exam Week

IV. Evaluation Methods

The final grade will be determined as follows:

- 60% Three semester multiple-choice, short answer, true/false exams @ 100 points each.
- 20% Comprehensive multiple-choice, short answer, true/false final exam @ 200 points
- 20% Group project @ 200 points. Group project creating a marketing plan for a proposed hospitality, travel, or tourism business

V. 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 this instructor recognizes possible student need to miss class because of illness or personal emergency.

VII. Required Textbooks, Supplemental Books and Readings

Kotler, P., Bowen, J., and Makerns, J. (2003). *Marketing for Hospitality and Tourism*. 3rd ed. New York, New York: Prentice Hall.

VIII. Special Resource Requirements

None

IX. Bibliography

Appendix B: Old Syllabus Record

I. Catalog Description

HRIM 320 Hospitality Marketing

3 class hours

0 lab hours

Prerequisites: HRIM 256

3 credits

(3c-0l-3cr)

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Exam 1 (1 hour)

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 - 5. The Hilton Hotel Model

Exam 2 (1 hour)

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