

14-266
UWACC AP 3/24/15
Senate Info. 4/28/15

Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

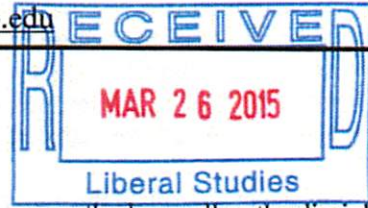
Existing and Special Topics Course

Course: HOSP 320 Hospitality Marketing

Instructor(s) of Record: Dr. Stephen B. Shiring

Phone: 7-2626

Email: sshiring@iup.edu



Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Dr. Stephen B. Shiring has successfully taught distance education courses for IUP the past three years. He has been instructed and tutored in distance education delivery by Dr. Mindy Wygonik and Mr. Brian Carothers, from the Instructional Design Center (IDC). He is most recently enrolled in the four D2L workshops scheduled this for fall Semester and is enrolled in the D2L Boot Camp in November. Dr. Shiring also uses D2L as a supplemental tool in his lecture-based courses.

Dr. Shiring has been involved in the food service industry for over thirty-nine years. He has taught HRIM 320 Marketing for Hospitality and Tourism for the past thirteen years at IUP.

Dr. Shiring has written twelve new courses, revised one, and co-authored one course while contributing to a major curriculum revision and department name change. He has taught twenty-one different courses in the curriculum consistently receiving superior student evaluations.

Professor Shiring's experience in the hospitality management field, knowledge of online teaching, and instruction in higher education for the past thirty years, qualifies him to teach this proposed class.

2. How will each objective in the course be met using distance education technologies?

The Online format is designed to complete 18 text chapters each offering online supportive student assignments. Each chapter the student will study will include an e-text chapter reading assignment, an accompanying interactive narrated lecture, simulation application exercise, case study, flash cards, a study guide exercise to include both a pre - and - post examination, a "practice examination", and an objective-based chapter examination. The online education technologies will guide the student by linking together the key concepts from each chapter to create a unified and "fun" learning environment.

The course will provide active and integrative opportunities for student engagement in the material. These include annotated chapter-opening stories, chapter opening objective outlines, author comments on major chapter sections, interactive lecture, and end-of-chapter features to help summarize important concepts and highlight important themes, such as simulation exercises.

For each of the following objectives, after reading the assigned chapter from the text book (or e-text), viewing the chapter interactive lecture, completing the accompanying student study guide (pre and post exams, flash cards, and "practice" comprehensive chapter exam), and after completing a case study application, the student will submit and receive feedback of the instructor, the distance education technological application will include:

Objective 1: Define the role of hospitality marketing and discuss its core concepts.

Case Study Application - the student will be responsible for analyzing and solving 12 case studies using the core concepts of marketing. Students will submit their case answers and will receive feedback from the instructor. Students will gain an appreciation of the marketing concept and understand the core dimension is to create highly satisfied customers by providing high value. Interaction with the instructor and other student in threaded discussions will help define the role of marketing.

Objective 2: Explain marketing strategies that are useful in the hospitality and travel industries.

Simulation exercise - - the student will be responsible for analyzing and solving 18 simulation management exercises. Students will watch an interactive simulation video of a hospitality business and be prompted to select one of three answers to a marketing question based on the scenario presented. The answer they select will lead to the next question of the next scenario. This will continue until the simulation is completed. Students will receive a grade based upon the series of "correct" answers provided in the scenario.

Objective 3: Explain the role of market-oriented strategic planning for hospitality and tourism industries. **Current event assignment** - students will be required to respond to five instructor current event questions. Students will be expected and encouraged to provide their opinion and their application of marketing concepts in their answers to these questions

Objective 4: List and discuss the importance of the elements of the hospitality and tourism industries microenvironments, including company, suppliers, marketing intermediaries, customers, and public. **Current event assignment** - students will be required to respond to five instructor current event questions. Students will be expected and encouraged to provide their opinion and their application of marketing concepts in their answers to these questions.

Objective 5: Outline the marketing research process, including defining the problems, including defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings.

After studying Chapter 5: Marketing Information Systems and Marketing Research, the student will complete an interactive specific simulation video of a hospitality business and be prompted to select one of three answers to marketing research-application questions based on the scenario presented. The answer they select will lead to the next question of the ongoing scenario. This will continue until the simulation is completed. Students will receive a grade based upon the series of "correct" answers provided in the scenario. **Case Study Application** - the student will be responsible for analyzing and solving the *Enterprise Rent-A-Car: Measuring Service Quality* case using the core concepts from this chapter. Students will submit their case answers and will receive feedback from the instructor.

Objective 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 the postpurchase behavior.

Current event assignment - students will be required to respond to an instructor-submitted current event topic. Students will be expected and encouraged to provide their opinion and application of marketing concepts in answering these questions.

Objective 7: Explain hospitality market segmentation, and identify several possible bases for segmenting consumer markets, business markets, and international markets.

Case Study Application - the student will be responsible for analyzing and solving the *Elk Mountain Hotel* case by helping its owner build customer loyalty by focusing on segmenting the lodging market in the surrounding area. Students will submit their case answers and will receive feedback from the instructor.

Objective 8: Explain how atmosphere, customer interaction with service delivery, customer interaction with other customers, and customer coproduction are all elements with which one needs to be concerned when designing a hospitality product.

Case Study Application - the student will be responsible for identifying the core, supporting, and augmented components of the “product”, and how customer interaction during service delivery affects the “product” of the *Grand Canyon Railway*. Students will submit their case answers and will receive feedback from the instructor.

Objective 9: The student will 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.

Current event assignment - students will be required to respond to an instructor-submitted current event topic on internal marketing within a hospitality company. Students will be expected and encouraged to provide their opinion and application of marketing concepts in answering these questions.

Objective 10: Understand the application of Internet marketing for hospitality and travel industries. Current event assignment - students will be required to respond to an instructor-submitted current event topic on the ever evolving use of the Internet and the use of other social media technology by hospitality companies in connecting with their customers. Students will be expected and encouraged to provide their opinion and application of marketing concepts in answering these questions.

3. How will instructor-student and student-student, if applicable, interaction take place?

Instructor-student interaction will occur using various techniques. First, the instructor will engage in discussion with the student using the threaded discussion board. Second, the instructor will post current event hospitality industry topics and/or questions derived from sources such as the National Restaurant Association and other professional organizations. Third, communications to students using general emails are used to inform the student as to course administration. Specific emails directed to individual students will be for discussion and advisement on their specific concerns and questions. Interaction with the student will also be provided during the grading of their case studies and their other assignments, such as simulation exercises. The instructor always provides his office telephone number and personal cell phone number to his students. Communication can occur via telephone or text messaging.

Student-student interaction will be encouraged in a variety of threaded discussion forums. First, students will interact in a discussion forum devoted to the solving of the chapter assigned case study. Instructor posts will encourage the student to engage each other in analyzing the case, utilizing the content material studied from the accompanying chapter in the text book. Students will be expected to provide opinion and analysis of the other students' case analysis posts. Second, student-student interaction will occur in discussion of their chapter simulation exercise. Students will be expected to provide their opinion on the marketing decisions they made in the case.

4. How will student achievement be evaluated?

Student achievement will be evaluated weekly through the use of examination grades, case study application, simulation exercises, current event topics and discussion posts on specific hospitality industry marketing topic. Students are expected to read the assigned text chapter, review the interactive chapter lecture, complete the pre and post-test, review the flash cards, and complete the simulation and the case study. The instructor will post current event discussion questions linking text book theory to practical application to stimulate opinion and discussion. Students are required to post their opinion to these questions. Students will be evaluated on the required posting and quality of their input. All grading criteria are explained in the course syllabus which will be available on the course homepage. In addition, one week prior to the start of the course, this instructor always sends, by email, a welcome message to the enrolled student, with the course syllabus attached as a file.

5. How will academic honesty for tests and assignments be addressed?

The examinations will be objective-based chapter examinations and will be offered in a randomized question and the answer stem sequence so that no two students can see the same question in the exactly same order. Each student will be engaged in their own individual case study analysis, and chapter simulation exercise. I will also have one-on-one input with each student monitoring their progress. Each examination and simulation exercise is timed.

Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

for signatures - see next page

Signature of Department Designee Date

Endorsed:

Signature of College Dean Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: University-wide Undergraduate Curriculum Committee Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative

Gail Pedrini *3/26/15*

Signature of Committee Co-Chair Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: Provost Approval

Approved as distance education course

Rejected as distance education course

Anthony S. Mabel (AM) *5/6/15*

Signature of Provost Date

Forward form and supporting materials to Associate Provost.

A specific chapter on hospitality market segmentation will be studied by the student. Student reflection on a case study with strategic marketing issues with reflective analysis will receive feedback from the instructor. Students will complete a simulation exercise to reinforce the material.

Objective 9: Understand the application of Internet marketing for hospitality and travel industries.

A specific chapter on hospitality market segmentation will be studied by the student. Student reflection on a case study with strategic marketing issues with reflective analysis will receive feedback from the instructor. Students will complete a simulation exercise to reinforce the material.

3. How will instructor-student and student-student, if applicable, interaction take place?

The student will be required to read the text material, view the interactive narrated lecture, complete individualized chapter work study guide (pre - and post-tests, flash cards), a specific case study per chapter and simulation exercise. Students will participate in a faculty-facilitated chat room to provide optimal instructor to student to student interaction.

4. How will student achievement be evaluated?

Student achievement will be evaluated through the use of examination grades, case study application and simulation exercises. All grading criteria are explained in the course syllabus provided on the course homepage. In addition, one week prior to the start of the course, I send, by email, a welcome message to each student, with the course syllabus attached as a file.

5. How will academic honesty for tests and assignments be addressed?

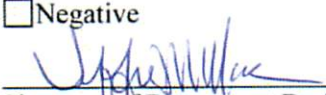
The examinations will be objective-based chapter examinations and will be offered in a randomized question and the answer stem sequence so that no two students can see the same question in the exactly same order. Each student will be engaged in their own individual case study analysis, and chapter simulation exercise. I will also have one-on-one input with each student monitoring their progress. Each examination and simulation exercise is timed.

Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: Positive (The objectives of this course can be met via distance education)

Negative



Signature of Department Designee

2-12-14
Date

Endorsed:



Signature of College Dean

2-17-14
Date

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

SYLLABUS OF RECORD ONLINE

I. Catalog Description

HOSP 320 Hospitality Marketing

3c-01-3cr

A practical approach to understanding the principles and concepts of marketing as they apply to creating customer value and satisfaction through effective hospitality marketing decision-making.

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, including defining the problem and research objectives, developing the 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 postpurchase 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 coproduction 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. What is Hospitality and Tourism Marketing
 - 2. Marketing in the Hospitality Industry
 - 3. Marketing Management & Philosophies

- B. Service Characteristics**
 - 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. Corporate Strategic Planning
 - 2. Business Strategy Planning
 - 3. Unique Challenges of the Hotel Industry
 - 4. Exam

- D. The Marketing Environment**
 - 1. The Company's Micro-Environment
 - 2. The Company's Macro-Environment

- E. Marketing Information Systems and Marketing Research**
 - 1. The Marketing Information System
 - 2. Marketing Research in Smaller Organizations

- F. Consumer Markets and Consumer Buying Behavior**
 - 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**
 - 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

H. Market Segmentation, Targeting, and Positioning

- 1. Market Segmentation**
- 2. Market Targeting**
- 3. Market Positioning**
- 5. Exam**

I. Designing and Managing Products

- 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. Pricing Products: Pricing, Approaches, and Strategy

- 1. Price**
- 2. Factors to Consider when setting Prices**
- 3. General Pricing Strategies**
- 4. Pricing Strategies**
- 5. Price Changes**
- 6. Exam**

K. Distribution Channels

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

L. Promoting Products: Communication, Promotion and Advertising

- 1. The Communication Process**
- 2. Establishing the Total Marketing Communications Budget**
- 3. Managing and Coordinating Integrated Marketing Communications – Southwest Airlines**
- 4. Advertising**
- 5. Major Decision in Advertising**

M. Promoting Products: Public Relations & Sales Promotion.

- 1. Public Relations**
- 2. Major Activities of PR Departments**
- 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

N. Electronic Marketing: Internet Marketing, Database Marketing and Direct Marketing

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

O. Final Examination/Culminating Activity

1. Case Study

IV. Evaluation Methods

The final grade for the course will be determined as following:

Chapter Exams - 25%

(18 Chapters @ 25 points = 450 points * 25% = 112.5 points)

All 18 objective

Case Study - 25%

(12 Case Studies @ 10 points = 120 points * 25% = 30 points)

Objective 1: Define the role of hospitality marketing and discuss its core concepts.

Objective 5: Outline the marketing research process, including defining the problems, including defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings.

Objective 7: Explain hospitality market segmentation, and identify several possible bases for segmenting consumer markets, business markets, and international markets.

Objective 8: Explain how atmosphere, customer interaction with service delivery, customer interaction with other customers, and customer coproduction are all elements with which one needs to be concerned when designing a hospitality product.

Simulation Exercises - 20%

(18 Simulation exercises @ 10 pints = 180 points * 20% = 36 points)

Objective 2: Explain marketing strategies that are useful in the hospitality and travel industries.

Objective 4: List and discuss the importance of the elements of the hospitality and tourism industries microenvironments, including company, suppliers, marketing intermediaries, customers, and public.

Objective 5: Outline the marketing research process, including defining the problems, including defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings.

Current Event Assignments - 10%

(5 Current event questions posted by the instructor @ 10 points = 50 points * 10% = 5 points)

Objective 3: Explain the role of market-oriented strategic planning for hospitality and tourism industries.

Objective 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 the postpurchase behavior.

Objective 9: The student will 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.

Objective 10: Understand the application of Internet marketing for hospitality and travel industries.

Discussion Posts - 20%

One post minimum per chapter on their simulation, current event, and case study (18 Chapters, 3 posts per chapter, 9 points per chapter = 162 points * 20% = 32.4 points)

Chapter Exams

Each chapter will have an objective-based examination assigned (25 questions, Multiple Choice) for the student to complete, after studying the chapter. The chapter exam will be open for 60 minutes.

Case Study

Each chapter will have a case study application assigned from the text book for the student to complete. Each student will be required to answer a set of questions located at the conclusion of the case study and post their answers. Students are encouraged to engage each other in analyzing the case, utilizing the content material from the accompanying chapter in the text book. Students will be expected to provide opinion and analysis of the other students' case analysis posts.

Simulation Exercises

Each chapter will have a simulation exercise to complete. Student-student interaction is encouraged the discussion of their reflection on completing the chapter simulation exercise. Students will be encouraged to provide their analysis on the management decision(s) they made in the simulation.

Discussion Posts

The instructor will post current hospitality industry discussion to enthusiastically challenge each student while supporting their development of critical thinking skills. Students will be expected to respond to the instructor's posts and engage in interaction with other students in the course. Students will be required to post their answers to the chapter case study. And students will be required to post in discussion of their simulation exercises.

Students will be evaluated based on meeting the minimum requirements for posting (at least 1 post, either original posts or replies to other posts in the thread) per simulation exercise, case study exercise, and current event, as well as the quality of their participation (10 points per chapter).

Students are encouraged to review the posts daily to stay alert to new discussion leads.

Grading Scale

90% - 100%	A (215.9 - 193)
80% - 89%	B (192- 172)
70% - 79%	C (171 - 151)
60% - 69%	D (149 - 130)
59% and below	F (Below 129)

V. Class Participation Policy

As with any online course, active participation and discipline are keys to success. For this course, it is this instructor's expectation that you make a point to log in at least once per day. Each of the course chapters (modules) contains resources, detailed directions, and activities that need to be completed by 11:55 pm ET each night. Most of the activities should not take more than 30 minutes to complete. The Course Outline section will provide you with the dates when each of the modules and their associated activities should be completed.

The course includes a Q&A Discussion Forum to which you may post questions. Before posting to this forum, make sure that your question has not already been asked. The instructor will respond to all student questions in these forums. This will allow the class to benefit from each of your questions. The instructor will make every attempt to reply to posts within 24 hours. Therefore, it is to your advantage to work ahead to allow time for the instructor to get back to you.

VI. Communication Policy

Please use the IUP Imail as the official means of communication. Be sure to include HRIM 320 OL (Online) in the subject line. This instructor is also available via text messaging or in matters of personal attention to call the cell phone. Each student is encouraged to post course questions to the Question Discussion Forum, so that all students may benefit from the response. This instructor will check on the course several times per day, but will not be checking messages after 9:00 pm ET, so please plan accordingly. For discussion posts and emails received after this time, a return message within 24 hours is guaranteed.

My office is located in 15 Ackerman Hall. Semester office hours will be posted to the syllabus of record for the specific semester. My office telephone number and personal

cell number will be distributed on the semester syllabus.

VII. Required Textbooks, supplemental books and readings

(Kotler, P., Bowen, J. and Makens, J. (2014). Marketing for hospitality and tourism. 6th. ed. Prentice Hall.)

VIII. Technical Support

To obtain technical support for computer issues related to this course, please contact Indiana University of Pennsylvania's IT Support Center Monday-Friday between 8:00 am to 4:30 pm Eastern Time (ET) by logging a ticket at <http://ihelp.iup.edu>. If you have trouble accessing this site, please call 724-357-4000. You should be prepared to give specific details regarding your technical issue(s), including what you were doing before the error occurred and the exact text of any error messages received

IX. Special Resource Requirements

Students enrolled in this course should possess the following technology skills:

- The ability to access information via the Web
- The ability to use the D2L system and associated tools, including discussion/chat, quizzing, and dropbox features.
- The ability to use word processing software.
- The ability to use Internet communication tools, specifically e-mail
- The ability to demonstrate netiquette (appropriate online conduct).

Students enrolled in this course must possess the following software:

Windows Operating System (XP, Vista, 7)

- Browser
 - Mozilla Firefox 2 or later
 - Microsoft Internet Explorer 7 or later
- Office Productivity Suites
 - Word processing (Microsoft Word 2003 or later, Microsoft Office 2003 or later, Open Office)
- Browser Viewers and Players
 - Windows Media Player 7 or later (typically included with Windows)
 - Adobe Flash Player 7 or later
 - Adobe Reader 9 or later

Mac OS X (Tiger, Leopard, Snow Leopard)

- Browser
 - Mozilla Firefox 2 or later
 - Safari 3x or later (Not compatible with all university systems)

- Office Productivity Suites
 - Word processing (Microsoft Word 2004 or later, Microsoft Office 2004 or later, Open Office)
- Browser Viewers and Players
 - [Flip4Mac](#) (support for .wmv files)
 - [Adobe Flash Player](#) 7 or later
 - [Adobe Reader](#) 9 or later

X. Bibliography

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Joe Goldblatt, J. (2001). Special Events: Twenty-First Century Global Event Management, 3rd Edition. John Wiley & Sons, New York.

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

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

Kotler, P. , Hamlin, M.A., Rein, I, and Haider, D.H. (2001). Marketing Asian Places: Attracting Investment, Industry, and Tourism to Cities, States and Nations. John Wiley & Sons, New York.

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

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

Scanlon, N. L. (1999). Marketing by Menu, 3rd Edition. John Wiley & Sons, New York.

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

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

Sterne. J. (2000). Customer Service on the Internet: Building Relationships, Increasing Loyalty, and Staying Competitive, 2nd Edition. John Wiley & Sons, New York.

Reich, A. (1997). Marketing Management for the Hospitality Industry: A Strategic Approach. John Wiley & Sons, New York.

**Indiana University of Pennsylvania
Department of Hospitality Management
HRIM 320 Marketing for Hospitality and Tourism
Online Tentative Semester Calendar**

Instructor: Dr. Stephen B. Shiring
Office: 15 Ackerman Hall
Office Hours: TBA per specific semester
Telephone: (724) 357-2626 - Department Office
(724)357-2562 - Dr. Shiring's Office
(724)664-2482 Cell
E-Mail: sshiring@iup.edu

Office hours and a sign-up sheet are posted on my office door. You are advised to reserve, in advance, to guarantee your own time and day to meet with me. However, you are most welcome, at anytime, to visit with me in my office. Please be considerate, those who a scheduled appointment will have priority. You are welcome to e-mail me, or to text or call me any time you need assistance.

The office hours are further broken down into 15 minute intervals to guarantee your privacy. Select the best time and day for your convenience.

If you are unable to attend one of these posted sessions, please contact me to set an appointment at a time most convenient for you.

Tentative Semester Course Schedule

**HRIM 320 Hospitality Marketing
Day-by- Day Calendar of Activity**

WEEK ONE

Chapter 1: Introduction: Marketing for Hospitality and Tourism

Student Learning Objectives

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Understand the relationships between the world's hospitality and travel industry.
2. Define marketing and outline the steps in the marketing process.
3. Explain the relationships between customer value and satisfaction.
4. Understand why the marketing concept calls for a customer orientation.
5. Understand the concept of the lifetime value of a customer and be able to relate it to customer loyalty and retention.

ASSIGNMENTS

All assignments for Chapter 1 are due on _____ by 11:59 pm

Complete Chapter 1eText Reading

Complete Chapter 1 Interactive Lecture

Review Chapter 1 Study Plan (Complete Pre and Post-Test)

Review Chapter 1 Flash Cards

Complete the Simulation Exercise: What is Marketing: General Trends in Marketing

Complete Case 1 – The Sleep Well Motel

Complete Chapter 1 Examination

WEEK TWO

Chapter 2: Service Characteristics of Hospitality and Tourism Marketing

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Describe a service culture.
2. Identify four service characteristics that affect the marketing of a hospitality or travel product.
3. Explain seven marketing strategies for service businesses.

ASSIGNMENTS

All assignments for Chapter 2 are due on _____ by 11:59 pm

Complete Chapter 2eText Reading

Complete Chapter 2 Interactive Lecture

Review Chapter 2 Study Plan (Complete Pre and Post-test)

Review Chapter 2 Flash Cards

Complete the Simulation Exercise: Chapter 2 Simulation - History of Marketing

Complete Case 2 Grand Targhee

Complete Chapter 2 Examination

WEEK THREE

Chapter 3: The Role of Marketing in Strategic Planning

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Explain companywide strategic planning.
2. Understand the concepts of stakeholders, processes, resources, and organization as they relate to a high-performing business.
3. Explain the four planning activities of corporate strategic planning.
4. Understand the processes involved in defining a company's mission and setting goals and objectives.
5. Discuss how to design business portfolios and growth strategies.
6. Explain the steps involved in the business strategy planning process.

ASSIGNMENTS

All assignments for Chapter 3 are due on _____ by 11:59 pm

Complete Chapter 3eText Reading

Complete Chapter 3 Interactive Lecture

Review Chapter 3 Study Plan (Complete Pre and Post-test)

Review Chapter 3 Flash Cards

Simulation Exercise: The Role of Strategic Planning in Marketing

Complete Case 3 The Excelsior Hotel

Complete Chapter 3 Examination

WEEK FOUR

Chapter 4: Developing Hospitality and Tourism Marketing Opportunities and Strategies

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. List and discuss the importance of the elements of the company's microenvironment, including the company, suppliers, marketing intermediaries, customers, and public.
2. Describe the macroenvironmental forces that affect the company's ability to serve its customers.
3. Explain how changes in the demographic and economic environments affect marketing, and describe the levels of competition.
4. Identify the major trends in the firm's natural and technological environments.
5. Explain the key changes that occur in the political and cultural environments.
6. Discuss how companies can be proactive rather than reactive when responding to environmental trends.

ASSIGNMENTS

All assignments for Chapter 4 are due on _____ by 11:59 pm

Complete Chapter 4eText Reading

Complete Chapter 4 Interactive Lecture

Review Chapter 4 Study Plan (Complete Pre and Post-test)

Review Chapter 4 Flash Cards

Simulation Exercise: Developing Hospitality and Tourism Marketing Opportunities and Strategies

Complete Case 4 -- The Witchery by the Castle

Complete Chapter 4 Examination

WEEK FIVE

Chapter 5: Marketing Information Systems and Marketing Research

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Explain the importance of information in gaining insights about the marketplace and customers.
2. Explain the concept of the marketing information system.

3. Outline the marketing research process, including defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings.
4. Explain how companies analyze and use marketing information.

ASSIGNMENTS

All assignments for Chapter 5 are due on _____ by 11:59 pm

Complete Chapter 5eText Reading

Complete Chapter 5 Interactive Lecture

Review Chapter 5 Study Plan (Complete Pre and Post-test)

Review Chapter 5 Flash Cards

Simulation Exercise: Marketing Research

Complete Case 5 -- Enterprise Rent-A-Car: Measuring Service Quality

Complete Chapter 5 Examination

WEEK SIX

Chapter 6: Consumer Markets and Consumer Buying Behavior

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Explain the model of buyer behavior.
2. Outline the major characteristics affecting consumer behavior, and list some of the specific cultural, social, personal, and psychological factors that influence consumers.
3. Explain the buyer decision process and discuss need recognition, information search, evaluation of alternatives, the purchase decision, and postpurchase behavior.

ASSIGNMENTS

All assignments for Chapter 6 are due on _____ by 11:59 pm

Complete Chapter 6eText Reading

Complete Chapter 6 Interactive Lecture

Review Chapter 6 Study Plan (Complete Pre and Post-test)

Review Chapter 6 Flash Cards

Simulation Exercise: Consumer Buying Behavior

Complete Case 6 Hawaiian Sights

Complete Chapter 6 Examination

WEEK SEVEN

Chapter 7: Organizational Buyer Behavior of Group Market

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Understand the organizational buying process.
2. Identify and discuss the importance of the participants in the organizational buying process.
3. Identify the major influences on organizational buyers.
4. List the eight stages of the organizational buying process.

5. Identify and describe the group markets in the hospitality industry.

ASSIGNMENTS

All assignments for Chapter 7 are due on _____ by 11:59 pm

Complete Chapter 7 eText Reading

Complete Chapter 7 Interactive Lecture

Review Chapter 7 Study Plan (Complete Pre and Post-test)

Review Chapter 7 Flash Cards

Simulation Exercise: Organizational Buyer Behavior of Group Market

Complete Case 7 -- Enterprise Rent-A-Car: Selling the Dream

Complete Chapter 7 Examination

WEEK 8

Chapter 8: Market Segmentation, Targeting, and Positioning

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, and positioning.
2. List and distinguish among the requirements for effective segmentation: measurability, accessibility, substantiality, and actionability.
3. Explain how companies identify attractive market segments and choose a market-targeting strategy.
4. Illustrate the concept of positioning for competitive advantage by offering specific examples.

ASSIGNMENTS

All assignments for Chapter 8 are due on _____ by 11:59 pm

Complete Chapter 8 eText Reading

Complete Chapter 8 Interactive Lecture

Review Chapter 8 Study Plan (Complete Pre and Post-test)

Review Chapter 8 Flash Cards

Simulation Exercise: Market Segmentation, Targeting, and Positioning

Complete Case 8 - Elk Mountain Hotel

Complete Chapter 8 Examination

WEEK NINE - BREAK

WEEK 10

Chapter 9: Designing and Managing Products

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Define the term product, including the core, facilitating, supporting, and augmented product.
2. Explain how accessibility, atmosphere, customer interaction with the service delivery system, customer interaction with other customers, and customer coproduction are all critical elements to keep in mind when designing a product.

3. Understand branding and the conditions that support branding.
4. Explain the new product development process.
5. Understand how the product life cycle can be applied to the hospitality industry.

ASSIGNMENTS

All assignments for Chapter 9 are due on _____ by 11:59 pm

Complete Chapter 9 eText Reading

Complete Chapter 9 Interactive Lecture

Review Chapter 9 Study Plan (Complete Pre and Post-test)

Review Chapter 9 Flash Cards

Simulation Exercise: Designing and Managing Products

Complete Case 9 The Grand Canyon Railway

Complete Chapter 9 Examination

WEEK ELEVEN

Chapter 11: Pricing Products: Pricing Considerations, Approaches, and Strategy

From studying this chapter, I will attempt to acquire:

Chapter Objectives

1. Outline the internal factors affecting pricing decisions, especially marketing objectives, marketing mix strategy, costs, and organizational considerations.
2. Identify and define the external factors affecting pricing decisions, including the effects of the market and demand, competition, and other environmental elements.
3. Contrast the differences in general pricing approaches, and be able to distinguish among cost-plus, target profit pricing, value-based pricing, and going rate.
4. Identify the new product pricing strategies of market-skimming pricing and market-penetration pricing.
5. Understand how to apply pricing strategies for existing products, such as price bundling and price adjustment strategies.
6. Understand and be able to implement a revenue management system.
7. Discuss the key issues related to price changes, including initiating price cuts and price increases, buyer and competitor reactions to price changes, and responding to price changes.

ASSIGNMENTS

All assignments for Chapter 11 are due on _____ by 11:59 pm

Complete Chapter 11 eText Reading

Complete Chapter 11 Interactive Lecture

Review Chapter 11 Study Plan (Complete Pre and Post-test)

Review Chapter 11 Flash Cards

Simulation Exercise: Pricing Products: Pricing Considerations, Approaches, and Strategy

Complete Case 10 Pricing Almost Destroys and Then Saves A local Restaurant

Complete Chapter 11 Examination

WEEK TWELVE

Chapter 12: Distribution Channels

From studying this chapter, I will attempt to acquire:

Chapter Objectives

- 1. Describe the nature of distribution channels, and tell why marketing intermediaries are used.**
- 2. Understand the different marketing intermediaries available to the hospitality industry and the benefits each of these intermediaries' offers.**
- 3. Discuss channel behavior and organization, explaining corporate, contractual, and vertical marketing systems, including franchising.**
- 4. Illustrate the channel management decisions of selecting, motivating, and evaluating channel members.**
- 5. Identify factors to consider when choosing a business location.**

ASSIGNMENTS

All assignments for Chapter 12 are due on _____ by 11:59 pm

Complete Chapter 12 eText Reading

Complete Chapter 12 Interactive Lecture

Review Chapter 12 Study Plan (Complete Pre and Post-test)

Review Chapter 12 Flash Cards

Simulation Exercise: Distribution Channels

Complete

Complete Chapter 12 Examination

WEEK THIRTEEN

Chapter 13: Promoting Products: Communication and Promotion Policy and Advertising
From studying this chapter, I will attempt to acquire:

Chapter Objectives

- 1. Discuss the process and advantages of integrated marketing communications in communicating customer value.**
- 2. Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix.**
- 3. Outline the steps in developing effective marketing communications.**
- 4. Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix.**
- 5. Define the roles of advertising in the promotion mix.**
- 6. Describe the major decisions in advertising, including setting objectives and budget; creating the advertising message; selecting advertising media; choosing media types, vehicles, and timing; and evaluating advertising.**

ASSIGNMENTS

All assignments for Chapter 13 are due on _____ by 11:59 pm

Complete Chapter 13 eText Reading

Complete Chapter 13 Interactive Lecture

Review Chapter 13 Study Plan (Complete Pre and Post-test)

Review Chapter 13 Flash Cards

Simulation Exercise: Promoting Products: Communication and Promotion Policy and Advertising

Complete Case 11 - Apollo Hotel

Complete Chapter 13 Examination

WEEK FOURTEEN

Chapter 14: Promoting Products: Public Relations and Sales Promotion

From studying this chapter, I will attempt to acquire:

Chapter Objectives

- 1. Understand the different public relations activities: press relations, product publicity, corporate communications, lobbying, and counseling.**
- 2. Understand the public relations process: research, establishing marketing objectives, defining the target audience, choosing the PR message and vehicles, and evaluating PR results.**
- 3. Explain how companies use public relations to communicate and influence important publics.**
- 4. Explain how sales promotion campaigns are developed and implemented.**
- 5. Implement a crisis management program in a hospitality business.**

ASSIGNMENTS

All assignments for Chapter 14 are due on _____ by 11:59 pm

Complete Chapter 14 eText Reading

Complete Chapter 14 Interactive Lecture

Review Chapter 14 Study Plan (Complete Pre and Post-test)

Review Chapter 14 Flash Cards

Simulation Exercise: Promoting Products: Public Relations and Sales Promotion

Complete

Complete Chapter 14 Examination

WEEK FIFTEEN

Chapter 16: Direct and Online Marketing: Building Customer Relationships

From studying this chapter, I will attempt to acquire:

Chapter Objectives

- 1. Define direct marketing and discuss its benefits to customers and companies.**
- 2. Identify and discuss the major forms of direct marketing.**
- 3. Explain how companies have responded to the Internet and other powerful new technologies with online marketing strategies.**
- 4. Discuss how companies go about conducting online marketing to profitably deliver more value to customers.**
- 5. Understand how databases can be used to develop direct marketing campaigns.**

ASSIGNMENTS

All assignments for Chapter 16 are due on _____ by 11:59 pm

Complete Chapter 16 eText Reading
Complete Chapter 16 Interactive Lecture
Review Chapter 16 Study Plan (Complete Pre and Post-test)
Review Chapter 16 Flash Cards
Simulation Exercise: Direct and Online Marketing: Building Customer Relationships
Complete Case 12: Lucky Larry'
Complete Chapter 16 Examination

Case: Example of the Student Case Application

Case 1: The Sleep Well Motel

In this first case, the Sleep Well Motel, each student will be challenged in their analysis of this case to show they understand the marketing relationships between the hospitality and travel industry. By applying the knowledge and information they learned from studying this chapter, each student will make qualitative judgments based on the facts presented in the case and from their own intuitive and personal experiences. Each student will recall the information and separate it by answering the questions I provided for them following the case. The outcome of their analysis is to identify an appropriate course of action for the buyer of the motel.

Case 1

Will Shelton was evaluating information received from the owner of a motel that was for sale in Fort Morgan, Colorado. Will had answered an ad in the *Wall Street Journal* under the heading "Business for Sale." To Will's surprise, he received a call directly from Hank Bennington, the owner of the Sleep Well Motel of Fort Morgan, Colorado.

During the conversation, Mr. Bennington described his motel and his reason for wanting to sell. He also described the many advantages of living in Colorado and promised to send Will more information on his company. The next day an overnight package of information arrived at Will's home.

Background on Will Shelton

At forty-four years of age, Will felt that he had climbed the corporate ladder about as high as he was likely to go. He also had doubts about remaining in a large corporation the rest of his working life. The present position Will held was director of marketing research for a large electronics corporation located in Houston, Texas. Despite the title, Will felt his position was not satisfying. "Marketing research in an industrial company just isn't very exciting or personally rewarding; in fact, it's downright dull." This statement pretty well summarized Will's feelings. Although Will had been trained as an engineer, he discovered that engineering wasn't his primary interest and began to move into marketing. When the position of marketing research director opened in his company, Will applied and was elated when he learned he had received the position. In

reviewing this move, Will stated that he believed the fact he had recently completed an MBA during part-time studies had helped him to obtain the position.

In his earlier years Will had studied and worked in New Mexico. He had learned to ski and also enjoyed hunting and fishing in that state. Will felt the people in that part of the United States were somehow more genuine and that life was better in many ways than his present life in Houston. As a result, when he read about a motel for sale in Colorado, Will had an automatic interest.

Background on the Sleep Well Motel

As Will began to pull his thoughts together, he reviewed what he had already learned about the Sleep Well Motel. This information had been gained through a telephone conversation with Mr. Bennington plus sales literature and a brief historical sketch that had been included with data sent by Mr. Bennington.

The motel had eighty rooms and had been affiliated with a chain several years ago but was no longer associated with this company. The property was located off U.S. Highway 76, which carried traffic between Denver and Nebraska. Mr. Bennington did not have data concerning the profile characteristics of his customers but told Will that his customers were commercial travelers such as repair crews, independent sales reps, middle-aged retired couples, and young budget-minded travelers. The motel did not have an attached restaurant, but there was a cafe about two blocks away. There was also a laundromat nearby that was frequently used by his guests. The property was seventeen years old and was described as clean and comfortable but in need of "cosmetics" and new carpeting. Mr. Bennington said he had a dependable night clerk but served as the manager/front desk clerk himself during the day. He said that dependable maid service was a problem for all the motels in the area, and his was no exception.

Reason for Selling

In the telephone conversation, Mr. Bennington stated he had recently lost his wife in a tragic car accident. Since that time he had been unable to concentrate on the business and now wanted to return to his home state of Illinois to be near his son's family. In addition, Mr. Bennington said he wanted to be perfectly candid. He said that after the car accident he failed to keep as close a watch on the business as he should have. Mr. Bennington admitted that he felt ill at ease in the field of marketing and felt the company would need strong direction in that area. He went on to say that Will should be a "natural" to manage this type of business.

After skimming the material, Will became increasingly enthusiastic about the possibility of owning and managing this motel. He knew there were many additional questions he would need to ask in his next phone conversation. At the moment, the most exciting part was the possibility of living in Colorado and being his own boss. Will knew he needed to study the financial sheets in detail. That could come later. For the moment, Will was picturing himself on the slopes of Colorado's beautiful mountains gracefully skimming down the snow.

This case was written by Professor Cathy H.C. HSU, Hong Kong Polytechnic University. Reproduced with permission.

Case Questions

1. Provide (write) a synopsis (overview) of the case.
2. Prepare an internal Strengths, Weaknesses, and external Opportunities and Threat (S.W.O.T) Analysis.
 - 2a. Upon your review of the S.W.O.T, what outcome can you identify that creates a competitive advantage in the Marketplace for the Sleep Well Motel?
3. Create a "Competitor Profile" using the S.W.O.T Analysis and information mined from the case by using the following elements (if possible):
 - a. Identification of Competitor's Cost Structure
 - b. Source of Profits
 - c. Resources & Competitiveness
 - d. Competitive Positioning
 - e. Product Differentiation
 - f. Degree of Vertical Integration
 - g. Historical Response to Industry Development
4. Discuss some pros and cons of Will Shelton owning and operating the Sleep Well Motel.
5. Do you believe that Will's marketing/marketing research background will be of great assistance to him in running this motel?
6. Why do you suppose Mr. Bennington said that Will's marketing background would be a real benefit?
7. What kinds of marketing/sales tactics are best suited for a motel such as the Sleep Well Motel?
7. Identify the characteristics of the Sleep Well Motel against the 4 components of marketing - Product, Place, Price, and Promotion.

Sample Objective Based Chapter Examination Questions

Indiana University of Pennsylvania
Department of Hospitality Management
HRIM 320 Examination Chapter 1
Sample Multiple Choice Questions

1. Human wants backed by buying power.

- a. Exchange**
- b. Demands**
- c. Human Needs**
- d. Human Want**
- e. Supporting Products**

2. The form that a human need takes when shaped by culture and individual personality.

- a. Exchange**
- b. Demands**
- c. Human Needs**
- d. Human Want**
- e. Supporting Products**

3. A state of felt deprivation in a person.

- a. Exchange**
- b. Demands**
- c. Human Needs**
- d. Human Want**
- e. Supporting Products**

4. The marketing management philosophy. is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and value with others.

- a. Exchange**
- b. Demands**
- c. Human Needs**
- d. Human Want**
- e. Marketing Concept**

5. A person who is involved in marketing analysis, planning, implementation, and control activities.

- a. Marketing Manager**
- b. Marketing Concept**
- c. Human Needs**
- d. Manufacturing Concept**
- e. Marketing Management**

6. These elements include product, price, promotion, and distribution. Sometimes distribution is called places and the marketing situation facing a company.
 - a. Marketing Mix
 - b. Marketing Concept
 - c. Product
 - d. Quality
 - e. Relationship Marketing

7. Consists of a trade of values between two parties: marketing's unit of measurement.
 - a. Marketing Mix
 - b. Transaction
 - c. Product
 - d. Quality
 - e. Product Concept

8. Anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want of need. It includes physical objects, services, persons, places, organizations, and ideas.
 - a. Marketing Mix
 - b. Marketing Concept
 - c. Product
 - d. Quality
 - e. Product Concept

9. The totality of features and characteristics of a product that bear on the ability to meet customer needs.
 - a. Marketing Mix
 - b. Marketing Concept
 - c. Product
 - d. Quality
 - e. Product Concept

10. Involves creating, maintaining, and enhancing, strong relationships with customers and other stakeholders.
 - a. Marketing Mix
 - b. Marketing Concept
 - c. Product
 - d. Quality
 - e. Relationship Marketing