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HFT 3503: Hospitality Marketing Strategy

Fall A Term 2021 - Section RVAA 1218

Instructor Information

Terry Michael "Mike" Hampton

- Email: mhampton@fiu.edu
- Phone: 305-919-4108
- Office: Biscayne Bay Campus:
HM Building #
- Office Hours: Virtual Through
Canvas, E-Mail, Zoom or Phone
Monday – Wednesday & Friday
13:30 – 6:30
And By Appointment

Course Time Zone | Eastern Standard Time (EST). Course due dates are according to this time zone.

Course Catalog Description

Examines marketing principles, theories and concepts and the use of management principles and techniques of analysis, planning, implementation and control to maximize marketing effectiveness in hospitality organizations.

Course Purpose

This course concentrates on general principles, techniques, and concepts of hospitality marketing and its role in developing customer and service oriented managerial approaches in the globalized hospitality, travel and tourism industry. It is designed to provide you with a working knowledge of marketing processes that have application in hospitality, travel and tourism businesses around the world; and provides a mechanism for understanding the interrelationships between marketing decisions, marketing research, buyer behavior, product strategy, channels of distribution, promotional activities, and pricing decisions. The primary goal is to enable you to evaluate, describe, and design marketing activities utilizing practical insights within an international context.

Course Goal

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The goal of this course is to enable students to utilize written and oral communication skills to evaluate, describe and design marketing activities that embrace practical insights and applications in hospitality, travel and tourism within a global context.

Course Objectives

This course will enable the student to grasp the basic concepts, principles and practices of hospitality, travel and tourism marketing and to apply them in practical situations. In particular, students will be able to:

1. Explain the core marketing concepts [CO1]
2. Differentiate between marketing services versus goods [CO2]
3. Describe and evaluate target marketing strategies [CO3]
4. Conduct an analysis of micro and macro environmental influences [CO4]
5. Identify resources and methods for market research [CO5]
6. Outline the key elements of marketing planning [CO6]

Global Learning Outcomes

This is a hospitality and tourism discipline-specific Global Learning course that counts toward your FIU Global Learning graduation requirement. It exposes students to the principles of marketing in hospitality, travel and tourism within the context of global application. Upon completion of the course, students will be able to:

1. Students will be able to demonstrate an understanding of the interrelated macro environment components influencing a global company. (Global Awareness) [GLO1]
2. Students will be able to conduct a multi-perspective analysis of service marketing. (Global perspective) [GLO2]
3. Students will understand local, global, international, and intercultural issues associated with internal marketing and demonstrate a willingness to address them by taking action within the context of their own lives. (Global Engagement) [GLO3]

Teaching Methodology

This is an online LIVE course in which all of the instructional materials and activities are delivered asynchronously through Canvas combined with synchronous class sessions via Zoom. Attendance and participation in the Zoom sessions are mandatory. Also, video cameras are **required** to be on and you must be clearly visible for the duration of the LIVE class portions.

The class is devoted to teaching marketing through a hospitality lens. The focus will be on usable skills that can be applied immediately upon graduation and throughout career progression. This is not a theory class. The best learning experience in an online course can be achieved by participating actively in the assignments and becoming immersed and engaged with the material.

Policies

Before starting this course, please review the following pages:

- [Policies](#)
- [Netiquette](#)
- [Technical Requirements and Skills](#)
- [Accessibility and Accommodation](#)
- [Panthers Care & Counseling and Psychological Services \(CAPS\)](#)
- [Academic Misconduct Statement](#)
- [Inclusivity Statement](#)

As cases and hospitalizations due to the Delta variant continue to increase in our community, we must unite and take necessary steps to prevent further spread. Although this is a fully online section of the course, please be aware of the following in case you have the occasion to be on campus:

1. **Daily and before arriving to campus, complete the R3 app.** If you are not given the green check mark to enter campus, then return home, and contact me by email.
2. **Please check your FIU email account and your Canvas course at least once a day.** Email and Canvas are the best ways for the university, and your professors, to contact you.
3. If you do not feel well, have tested positive for COVID-19, or have been in contact with a person with COVID-19 while not yet fully vaccinated, ***please do not come to class, immediately complete the R3 app to notify the COVID Response Team or call them at 305-348-1919, and contact me by email as soon as you can. In order to receive an excused absence for R3 failure/COVID-19, you must contact the COVID Response Team at 305-348-1919.*** If you are directed to isolate or quarantine because of COVID-19, your absences will be considered excused. The make-up policies are outlined in this syllabus. [FACULTY INSERT YOUR MAKE-UP POLICY, IF APPLICABLE.]
4. Per recent CDC guidelines, a **vaccinated, asymptomatic** individual exposed to a COVID-19 positive person does not need to isolate or quarantine. Nevertheless, it is strongly encouraged to continue to wear a mask. Furthermore, it is recommended to get tested 3-5 days after a known exposure. However, if at any time you become symptomatic, you need to test immediately. If the test returns positive, you will need to follow the COVID-19 positive protocol at that time.
 1. “Asymptomatic” means (of a condition or a person) producing or showing no symptoms.
 2. “Symptomatic” means exhibiting or involving symptoms.
 3. People with COVID-19 have had a wide range of symptoms reported – ranging from mild symptoms to severe illness. Symptoms may appear 2-14 days after exposure to the virus. Anyone can have mild to severe symptoms. People with these symptoms may have COVID-19:
 - Fever or chills

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- Cough
 - Shortness of breath or difficulty breathing
 - Fatigue
 - Muscle or body aches
 - Headache
 - New loss of taste or smell
 - Sore throat
 - Congestion or runny nose
 - Nausea or vomiting
 - Diarrhea
4. **Please take every precaution to keep yourself and others healthy. Per CDC guidelines, you are encouraged to get vaccinated and strongly advised to wear a mask indoors and in public including all FIU facilities.**
 5. Missing excessive days may lead to failing a class or a grade of incomplete.
 6. For me to assist you in achieving your goals, it is important for you to contact me as soon as you experience any events that might disrupt your course participation. For up-to-date information about COVID-19, please see the [fiu.edu](#) FAQs.
 7. Please be advised that class content may be subject to streaming or course capture for future access by students in this course. Your attendance participation in this course constitutes consent to such recording.

Support

- If you encounter any technical difficulties with the Canvas system, please contact the [FIU Canvas Help Team \(Links to an external site.\)](#). Please ensure you contact support immediately upon the issue occurring. Late work submissions caused by technical malfunctions will not be accepted without a valid work order registered with and documented by FIU Online Support Services.
- If you encounter personal challenges that impact your ability to fully participate in the course, you should contact your Student Success Coordinator/Advisor. Depending on the situation, you may want to consider reaching out to the team with [Counseling & Psychological Services \(CAPS\) \(Links to an external site.\)](#) or with the [Victim Empowerment Program \(VEP\) \(Links to an external site.\)](#). Both offices are available by calling (305) 348-2277.

Course Prerequisites

There are no prerequisites for this course.

Textbook and Course Materials

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Marketing for Hospitality and Tourism

Philip T. Kotler, John T. Bowen, Seyhmus Baloglu
Prentice-Hall, 8th edition, 2021
ISBN-10: 0-13-520984-6
ISBN-13: 978-0-13-520984-4

You may purchase your textbook online at the [FIU Bookstore](#).

Access to the e-text version is available at [coursesmart.com](#) or [mypearsonstore.com](#).

As of Fall 2021, FIU has implemented the Panther Book Pack. This is an affordable course materials subscription rental program providing you with the print and digital course materials required by the instructor at a flat rate of \$20 per credit hour. When you registered for this course you were notified via email of the materials included in the Panther Book Pack for all your classes. I recommend that you review the pricing for all materials per semester for the greatest savings. You have the option to opt out of this subscription for the semester until the cancellation of enrollment date for the term. Once you opt out the flat rate subscription amount will be credited to your student account. For more details, visit <http://bookpack.fiu.edu>.

Expectations of this Course

As an online LIVE course, all of the instructional materials and activities are delivered asynchronously through the Canvas system, combined with synchronous class sessions via Zoom. Attendance and participation in the Zoom sessions are mandatory. Also, video cameras are **required** to be on and you must be clearly visible for the duration of the LIVE class portions.

Expectations for performance in an online LIVE course are the same as those for a traditional course. In fact, these types of courses typically require a higher degree of self-motivation, self-discipline and technology skills, which can make these types of courses more demanding for some students.

Students are expected to:

- **Review the Getting Started information** located in Module 0
- **Introduce yourself to the class** during the first week by posting a video self-introduction
- **Take the practice quiz** to ensure that your computer is compatible with Canvas
- **Interact** online with the instructor and peers
- **Review** and follow the course calendar
- **Log in** to the course **at least once** per week
- **Attend** and participate in all LIVE class sessions
- **Keep** your camera on during all LIVE class sessions
- **Respond** to discussion boards, and journal postings within the assigned time
- **Reply to emails** within **2 days**
- **Submit assignments** by the corresponding deadline

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The instructor will:

- Log in to the course at least **5 days** per week
- Respond to discussion boards and journal postings within **one week**
- Respond to **emails** within **2 days** (although the intent is to reply to texts and emails within 24 hours)
- Grade assignments within **one week** of the assignment deadline

Course Communication

Communication in this course will take place via the Canvas messaging system. Check out the [Canvas Conversations Tutorial](#) or [Canvas Guide](#) to learn how to communicate with your instructor and peers using Announcements, Discussions, and the Inbox. There will typically be a response to all correspondence within **2 days**.

Assignments

This course requires electronic submission of some assignments through Turnitin within Canvas. Turnitin is an online anti-plagiarism detection service. Students retain copyright on their original course work. The use of Turnitin is subject to the [Terms of Use](#). A similarity report from Turnitin that reflects a 20% score or greater on an assignment will not be accepted.

Video Self-Introduction

Because this class is delivered in an online LIVE format, the best way for us to get to know one another better is to introduce ourselves through media. Accordingly, you will need to prepare a video recording of yourself and upload the file. This video will contribute a potential total of **50 points** toward your final grade. The following information should be included in your introductory video:

- **Your name** (e.g., My name is Dr. Terry Michael "Mike" Hampton)
- **Your nickname or preferred moniker** (e.g., Everyone refers to me informally as "Mike")
- **Where you are from** (e.g., I was born and raised in Miami, Florida)
- **Where you're currently working and which position you hold** (I'm currently a professor with the FIU/Chaplin School of Hospitality & Tourism Management).
- **What you want to do when you graduate – specify which sector of the industry you want to pursue** (e.g., I want to develop innovative teaching methods for the subject of marketing at Florida International University because it has the best hospitality students in the country).
- **Anything unique that you would like to share/hobbies, special interests or "free time" activities** (e.g., I am a major fan of professional cycling and I have passion for high quality coffee).

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- **Show at least one visual element** (video, audio, photo, image, prop, symbol or other tangible item) **that represents who you are** (something that represents your personal “brand” - something that represents me would be my bike ... a Cannondale SuperSix Evo carbon road bike).

Keep in mind that introduction postings will be seen by all other members of the class, and therefore care should be taken when determining what details to include. The introduction video must be posted to Canvas no later than midnight, Wednesday, 25 August.

Quizzes

In order to mitigate any issues with your computer and online assessments, it is very important that you take the [Practice Quiz](#) from each computer you will be using to take your graded quizzes and exams. Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet.

For each chapter assigned from the book, there is a five-question, multiple choice quiz. Only one attempt to take this quiz permitted, so be sure to have a stable and reliable Internet connection before starting. These quizzes are given to insure that major concepts and principles covered in the reading are being grasped. The quizzes are timed, providing up to **10 minutes** to complete all five questions. The entire collection of twelve (12) chapter quizzes is open and available to be taken any time prior to the deadline set for each week’s assigned material, which is **11:59 pm every Wednesday**. The quizzes can contribute a potential total of **600 points toward** the overall score. Since all quizzes are open and available from the beginning of the term up until the deadline, missed quizzes cannot be re-opened once the deadline has passed.

All assessments (quizzes) will auto-submit when (1) the timer runs out OR (2) the closing date/time is reached, **whichever happens first**. For example, since the quizzes have a closing time of 11:59 pm, if the quiz is begun at 11:55 pm, there will only be a total of 4 minutes to complete the quiz. As noted above, quizzes cannot be re-opened after the deadline has passed.

For more information, please review the [important information about quizzes](#) page.

Active Learning Exercises

Active learning exercises are interspersed throughout the modules and are designed to reflect your ability to apply critical thinking relative to your learning experiences from the modules. You will engage in a variety of tasks that demonstrate the synthesis of core concepts and principles in practical scenarios and situations. These will be based on material covered in the readings and assignments, and may be integrated into online LIVE class sessions to emphasize the differences that might be taken into account relative to other regions, cultures, regulatory environments and/or social contexts in the global environment.

Note: spelling, grammar, and syntax are an important component of grading. If you need help with checking these, please consult the [writing center](#). 5 points will be deducted for these types of errors.

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The six (6) active learning exercises are worth up to 50 points each, with a potential of **300 points** toward your final grade.

Active learning exercise assignments are to be submitted via Canvas and are due no later than 11:59 pm every Wednesday. Since all assignments are open and available from the beginning of the term up until the deadline, missed postings cannot be accepted once the deadline has passed.

Journal Entries

Journal entries are expected to be a compilation of reflections and conclusions drawn out of your learning experiences from the modules. You will summarize concepts or principles that were covered in the readings and assignments, explaining what you learned from them, and providing your thoughts on how those concepts or principles can be applied within a global (worldwide) marketplace. Showing quality depth of thought, be sure to emphasize the differences that might be taken into account relative to other regions, cultures, regulatory environments and/or social contexts.

Note: spelling, grammar, and syntax are an important component of grading. If you need help with checking these, please consult the [writing center](#). 5 points will be deducted for these types of errors.

The six (6) journal entries are worth up to 50 points each, with a potential of **300 points** toward your final grade.

Journal entries are to be submitted via Canvas and are due no later than 11:59 pm every Thursday. Since all journal assignments are open and available from the beginning of the term up until the deadline, missed postings cannot be accepted once the deadline has passed.

Discussion Postings

You are expected to conduct outside cited research and post your thoughts on discussion topics presented throughout the term. There are three (3) topics that can contribute a potential of 50 points each for a total of 150 points toward your final score.

The purpose of the discussion forum is to provide a platform for students to consider how marketing principles may apply differently in the global (international) hospitality, travel and tourism arena based on the norms, attitudes, values, beliefs and social practices of various cultures.

It is expected that students will review other student's postings and provide comments and/or feedback that reflects depth of thought and consideration. Agreement or disagreement with a fellow student's posting must be supported by evidence, explanation or a justified alternative viewpoint.

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Discussion postings are to be submitted via Canvas and are due no later than 11:59 pm on the designated Friday. Since all discussion assignments are open and available from the beginning of the term up until the deadline, missed discussion submissions cannot be accepted once the deadline has passed.

Final Project

The final project consists of two parts – one written presentation and one video presentation.

Written Presentation:

Select a hospitality, travel or tourism business (individual hotel, single restaurant, night club), travel company (airline, cruise line, tour operator, OTA) or tourism organization's (CVB, DMO, attraction) web site for review.

Using the textbook and any other supplemental material provided throughout the course, prepare a 2 – 3 page written document (using APA style formatting), identify what you find in the website related to the following marketing considerations:

Section One (30 points)

Company Name

Web site address (URL)

Section Two (45 points)

Explain how the core marketing concept of the 4 P's is represented in the information presented by the company in the web site:

- - Product (What service or experience do they appear to be providing?)
 - Price (What is the value proposition and/or value position being presented?)
 - Place (Which channels of distribution appear to be utilized?)
 - Promotion (Which advertising, public relations, sales promotion and/or personal selling approaches are being taken through the site?)

Section Three (45 points)

Describe the target marketing strategy utilized by the company that's reflected in the web site, and evaluate to which market segment(s) the information (appeal) is directed. Identify what evidence is presented in the web site that reflects the market segments to which the business is appealing.

Section Four (45 Points)

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Identify the evident resources (tools) that are integrated into the web site that enable data gathering and market research.

Section Five (45 points)

Analyze which micro and macro-environmental influences are specifically addressed by the information included in the web site, providing an example of one factor from micro and one from macro.

Section Six (45 points)

Differentiate between how the company markets its services, versus how a manufactured good would be marketed, by identifying their approach to:

- - Intangibility (What aspect of the web site serves to minimize intangibility?)
 - Inseparability (What approach is taken through the web site to reduce inseparability?)
 - Variability (What evidence is available through the web site that demonstrates consistency?)
 - Perishability (What web site features address urgency of purchase or consumption?)

Section Seven (45 points)

Provide an assessment of how well this web site incorporates and represents the marketing concepts and principles covered throughout the course, sharing at least one improvement that could be made to enhance its effectiveness. Identify the marketing concept or theory on which your suggested improvement is based.

You must use each of the sections provided above as headers in your written assignment. This will insure that you address all of the course learning outcomes. Include a cover page indicating your name, student number, course number and title, academic term and date.

Note: spelling, grammar, and syntax are an important component of grading. If you need help with checking these, please consult the [writing center](#). Points will be deducted for these types of errors. The total potential score for this assignment is 300 points.

Final Project

As stated above, the final project consists of two parts – one written presentation and one video presentation.

Video Presentation:

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For the video presentation, using the information presented in your written presentation, record yourself discussing the highlights of each of the sections in a 3 – 5 minute video session. Do Not Read The Presentation. Utilizing good business communication skills (Being informative, demonstrating organization and clarity, showing creativity, engaging the viewer, managing time effectively, utilizing visual aids, and maintaining a professional demeanor/attire/setting) talk through each aspect of the written assignment as it relates to the web site you've reviewed (Again ... **Do not** simply read the written portion of the assignment).

Rubric

Points	Evaluation Criteria
45 Points	<p>Subject:</p> <ul style="list-style-type: none"> • Introduction • Identification of organization and marketing message selected • Alignment with Written Presentation • Informative & Interesting • Clear Focus Points
45 Points	<p>Organization & Preparation:</p> <ul style="list-style-type: none"> • Logical Flow • Easy to Follow • Smooth Point Transitions • Consistent Pacing • Evidence of Rehearsal
45 Points	<p>Creativity:</p> <ul style="list-style-type: none"> • Attention Capturing Components • Integration of Unique Factors • Enhancement of Visual Appeal • Utilization of Supplemental Elements • Reference to Data or Results Indicators
45 Points	<p>Engagement of the Audience:</p> <ul style="list-style-type: none"> • Stimulation of Interest • Attention Maintained • Body Language & Eye Contact • Voice Tone, Inflection, Pitch • Active Gestures & Movement
30 Points	<p>Time Management:</p> <ul style="list-style-type: none"> • Message Kept Between 3 to 5 Minutes

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	<ul style="list-style-type: none">• Key Points Evenly Spaced• Balanced Use of Content & Demonstration
45 Points	Visual aids: <ul style="list-style-type: none">• Print/Copy Shown & Highlighted• Video Segments Integrated• Props or Models Represented• Slides, Charts, Posters Referenced• Animations/Transitions Applied
45 Points	Professionalism. <ul style="list-style-type: none">• Business Attire• Astute Demeanor• Clear Articulation & Enunciation• Message Delivered Without Reading• Dignified/Respectable Setting
•	Total Potential Score of 300 Points

The written and video presentations are due the final week of classes (Week seven). The presentation time for the video is to range between 3-5 minutes. The final project written presentation (possible 300 points) and video presentation (possible 300 points) combined have the potential of contributing 600 points toward your final score.

Be sure to also review the complete Final Project Assignment Instructions in Canvas.

For written assignments, you are required to cite sources properly using an appropriate style manual such as the APA. For details on APA style, see the *Publication Manual of the American Psychological Association*.

Recommended text for APA style for in-text citations and reference lists:

American Psychological Association (2020). *APA publication manual* (7th ed.). Washington, D.C.: American Psychological Association.

Visit the APA style tutorial: <https://apastyle.apa.org/blog/basics-7e-tutorial>

Zoom Video Conference

Zoom is a video conferencing tool that we will use to interact with each other and with fellow students by sharing screens, chatting, broadcasting live video/audio, and taking part in other interactive activities. The class will meet via Zoom every Thursday from 2:00 p.m. - 3:15 p.m.

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Eastern time. Click on the Zoom link in the navigation panel in order to access those class sessions. You'll need to register the first time in order to be able to join. NOTE: Your video camera must be on and you must be clearly visible throughout the duration of the class session.

[Zoom Test Meeting Room](#)

Use this link to access the Zoom Test Meeting Room. This meeting room is available to test out the software before joining an actual session.

Reference the provided links to access Zoom student tutorials to learn about the tool, how to access your meeting room, and share your screen.

- [Download Zoom.](#)
- [Login to Zoom through Desktop Application](#)
- [Enable and Test Audio & Webcam.](#)
- [Schedule a meeting](#) or [Join a Zoom meeting.](#)
- [Invite others to join meeting.](#)
- [Chat \(Professors\) - Students look at attendees section for instructions.](#)
- [Share My Screen.](#)
- [Record a Local Zoom meeting.](#)
- [Host Control in Meetings.](#)
- [Getting Started with iOS.](#)
- [Getting Started with Android.](#)

Grading

Course Requirements	Number of Items	Points for Each	Total Points Available
Video Self-Introduction	1	50	50
Chapter Quizzes	12	50	600
Active Learning Exercises	6	50	300
Journals	6	50	300
Discussions	3	50	150

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Course Grades Distribution Table			
Course Requirements	Number of Items	Points for Each	Total Points Available
Final Project - Written Presentation	1	300	300
Final Project - Video Presentation	1	300	300
Total	24		2000

Letter Grade Distribution Table					
Letter	Range%	Letter	Range%	Letter	Range%
A	1860 or above	B	1680 - 1739	C	1420 - 1539
A-	1820 - 1859	B-	1620 - 1679	D	1220 - 1419
B+	1740 - 1819	B+	1540 - 1619	F	1219 or less