

2. Students will understand the core concepts of marketing strategy including the marketing plan, corporate culture, the value chain, generic growth strategies, SWOT analysis, Porter's three generic strategies, and the mission statement at local, global, international, and intercultural levels.
3. Students will understand core concepts of market research and environmental scanning including the macro environment, the market research process, market demand, and market forecasting at local, global, international, and intercultural levels.
4. Students will understand the core concepts of target marketing strategy including market segmentation and positioning in a local, global and intercultural environment.
5. Students will understand services marketing strategy including the differences between product and services marketing, the five-gap model of customer services, and developing brand strategies for services in a local, global and intercultural environment.
6. Students will understand the core marketing concepts of customer expectations, customer value, customer satisfaction, and customer loyalty in a local, global and intercultural environment.
7. Students will develop their oral communication skills.

Learning Outcomes

Students will master the basic concepts and practices of modern hospitality marketing and apply these concepts to hospitality industry situations. In particular:

8. Students will evaluate the target marketing strategy of a well known hospitality firm by accepting shared responsibility for solving local, global, international, and intercultural problems (Global Engagement). *
9. Students will identify marketing strategies for competitive advantage.
10. Students will be able to demonstrate an understanding of the interrelated macro environment components influencing a global company (Global Awareness).*
11. Students will be able to understand and analyze the different components of market segments in local, global, international, and intercultural environments (Global Perspective). *
12. Students will differentiate services marketing from product marketing.
13. Students will explain the role of customer expectations in customer satisfaction and retention.
14. Students will be able to conduct a multi-perspective analysis of service marketing (Global Perspective). *
15. Students will demonstrate the ability to effectively communicate using proper elocution, including proper eye contact, voice volume and voice modulation during a brief oral presentation.
16. Students will demonstrate the ability to effectively use Audio Visual materials that are presented in a readable format and relate to the topic.

17. Students will be able to discuss prevailing world conditions associated with marketing at local, global, international, and intercultural levels (Global Awareness). *
18. 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).*

Note. * indicates global learning outcome

Important Information

Course Prerequisites

There are no prerequisites for this course.

Textbook



Marketing for Hospitality and Tourism

Philip R. Kotler, John T. Bowen, James C. Makens

Prentice Hall, 6th edition, 2013

ISBN-10: 0132784025

ISBN-13: 9780132784023

ISBN-13 (eText): 978-0-13-278416-0

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

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

Policies

Please review the [FIU's Policies](#) webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

Cheating/Plagiarism

Students are expected to provide proper acknowledgement or reference citations for materials drawn from websites, publications, journals, or any other outside source. Students who are caught cheating or plagiarizing will be penalized with a grade of ZERO for the assignment/test/quiz/project in question. For details on copyright and fair use policies, visit the following website:

http://owl.english.purdue.edu/handouts/research/r_apa.html#Your%20Reference%20List

For written assignments, students 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 (2009). APA publication manual (6th ed.).
Washington, D.C.: American Psychological Association.

See also <http://www.apastyle.org/>

Watch APA style free tutorial at <http://www.apastyle.org/learn/index.aspx>

<http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx> (The Basics of APA style)

FIU Library Citation, Plagiarism, and APA Resources:

<http://libguides.fiu.edu/citation>

Late/Missed Work

Due dates are not negotiable. Any late work turned-in past the due date will not be accepted without providing official written notification to the professor in advance. The instructor reserves the right to determine whether the reason for the late/missed work is acceptable.

Technical Requirements & Skills

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer's operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the "[What's Required](#)" webpage to find out more information on this subject.

Please visit our [Technical Requirements](#) webpage for additional information.

Accessibility And Accommodation

Please visit our [ADA Compliance](#) webpage for information about accessibility involving the tools used in this course.

Please visit [Blackboard's Commitment Accessibility](#) webpage for more information.

For additional assistance please contact FIU's [Disability Resource Center](#).

Course Detail

Course Communication

Communication in this course will take place via **Email**.

The Email feature is an external communication tool that allows users to send emails to users enrolled within the course. Emails are sent to the students' FIU email on record. The Email tool is located on the Course Menu, on the left side of the course webpage.

Visit our [Writing Resources](#) webpage for more information on professional writing and technical communication skills.

Discussion Forums

Given the online nature of this course, **participation in the discussion forum will be a key component of your course grade**. Students are required to **post their thoughtful responses to the discussion questions and reply to other students' posts on the discussion forum (the more the better)**. Additionally, students will discuss the issues relevant to the posted topics and answer each other's questions within the discussion thread.

Note that the Blackboard settings are such that **students must create an original post before being able to see other students' posts**.

Keep in mind that your discussion forum postings are public, and care should be taken when determining what to post.

Discussion Rubric:

Criteria (Weight)	Description
Posting Quality (60%)	Relevance to the questions posed Understanding of reading and/or outside source material Informative content Depth of analysis and thoroughness Use of supporting facts/outside sources/ research/personal experience/re application

	Originality of postings Proper citation
Participation Quality (30%)	Early participation (e.g. initial post by midweek) Meaningful, relevant and timely responses to peers' postings Active and consistent participation throughout the week
Presentation Quality (10%)	Spelling and grammatical errors Appropriate use/display of files, links or images enhancing communication understanding Logical progression and organization of main ideas

Assignments

Case Study Analysis

All students are expected to read the assigned case studies carefully, examine the case from different perspectives, and gain a clear understanding of the situation as possible. Your case study analysis should include answers to the questions posed in the case and recommendations for addressing the major issues in the case. Students are required to submit their case study assignments to the **Blackboard Assignment Drop Box**. For assignment submissions, you may either upload your assignment files (Microsoft Word/PDF file only) from your computer to an Assignment Drop Box or enter text directly into the text box. Late work will not be accepted.

Other Assignments

Instructions for other course assignments will be provided by the instructor.

Assessments

Students are required to take each quiz for 10 minutes via the Blackboard course website. The quizzes should be submitted **before** due dates specified on the course schedule. **No late quizzes are accepted** without university approved excuse documentation (accident report, medical excuse, etc.).

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. It is your responsibility to make sure your computer meets the minimum [hardware requirements](#).

Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet. If you need further assistance please contact [FIU Online Support Services](#).

Grading

Final grades will be calculated as follows:

Course Requirements						Weight
Case study analysis & other assignments						25%
Quizzes						50%
Discussion forum participation						25%
Total						100%
Letter	Range	Letter	Range	Letter	Range	
A	93+	B-	80 - 82.9	D+	67 - 69.9	
A-	90 - 92.9	C+	77 - 79.9	D	63 - 66.9	
B+	87 - 89.9	C	73 - 76.9	D-	60 - 62.9	
B	83 - 86.9	C-	70 - 72.9	F	< 60	

Course Calendar

Weekly Schedule

In order to successfully complete this course, students must take quizzes, participate in the discussion forum, and submit all assignments on time. Failure to meet the course requirements will result in a failing grade. The following is a schedule of course progression for your reference in preparing and planning for assignments and discussion. It is expected that the material referred to below will be covered during or approximately on the dates indicated. However, I may make discretionary changes and modifications to the syllabus and to the schedule when necessary in order to meet course objectives. Students are expected to read and to be prepared to discuss the material assigned for the date indicated.

Week	Readings	Assignment
		Introduce yourself in the course blog
Week 1 (May 12)	Syllabus Review Chapter 1: Introduction	Take a quiz on Ch. 1 (Due by 11:59pm, EST, May 16) Participation in the discussion forum (Due by 11:59pm, EST, May 16).
Week 2 (May 19)	Chapter 2: Service Characteristics Case #14: Grand Targhee (p. 615)	Take a quiz on Ch. 2 (Due by 11:59pm, EST, May 23) Case study analysis (Due by 11:59pm, EST, May 23)
Week 3 (May 26)	Chapter 3: Role of Marketing in Strategic Planning	Take a quiz on Ch. 3 (Due by 11:59pm, EST, May 30) Participation in the discussion forum (Due

Week	Readings	Assignment
		by 11:59pm, EST, May 30)
Week 4 (June 2)	Chapter 4: The Marketing Environment	Take a quiz on Ch. 4 (Due by 11:59pm, EST, June 6)
Week 5 (June 9)	Chapter 5: Market Research Case Study 8. Enterprise Rent-A-Car: Measuring Service Quality (p. 602)	Participation in the discussion forum (Due by 11:59pm, EST, June 6) Take a quiz on Ch. 5 (Due by 11:59pm, EST, June 13) Case study analysis (Due by 11:59pm, EST, June 13)
Week 6 (June 16)	Chapter 6: Consumer Buying Behavior	Take a quiz on Ch. 6 (Due by 11:59pm, EST, June 20) Participation in the discussion forum (Due by 11:59pm, EST, June 20)
Week 7 (June 23)	Chapter 8: Market Segmentation, Targeting, and Positioning	Take a quiz on Ch. 8 (Due by 11:59pm, EST, June 27) Participation in the discussion forum (Due by 11:59pm, EST, June 27)
Week 8 (June 30)	Chapter 9: Designing and Managing Products Case #3: Southwest Airlines (p. 591)	Take a quiz on Ch. 9 (Due by 11:59pm, EST, July 4) Case study analysis (Due by 11:59pm, EST, July 4)
Week 9 (July 7)	Chapter 11: Pricing	Take a quiz on Ch. 11 (Due by 11:59pm, EST, July 11) Participation in the discussion forum (Due by 11:59pm, EST, July 11)
Week 10 (July 14)	Chapter 12: Distribution	Take a quiz on Ch. 12 (Due by 11:59pm, EST, July 18) Participation in the discussion forum (Due by 11:59pm, EST, July 18)
Week 11 (July 21)	Chapter 13: Promoting Products Chapter 14: Promoting Products	Take a quiz on Ch. 13 (Due by 11:59pm, EST, July 25th) Participation in the discussion forum (Due by 11:59pm, EST, July 25th)
Week 12	Chapter 16: Direct and Online	Take a quiz on Ch. 16 (Due by 11:59pm,

Week	Readings	Assignment
(July 28)	Marketing Chapter 18: Marketing Plan	EST, Aug. 1st) Assignment on Marketing Plan: Please list and explain the typical elements of a marketing plan (Due by 11:59pm, EST, Aug. 1st).

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