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HFT 3503

Hospitality Marketing Strategy

A Discipline-Specific Global Learning Course

The Course Counts Toward Your FIU Global Learning Graduation Requirement

Summer 2018 – Session C

## INSTRUCTOR

This course is being facilitated by Dr. Mike Hampton (Ed.D). An academician and practitioner, with over 20 years of direct experience in the hospitality industry. During the last seven years, he served as dean of the Chaplin School of Hospitality & Tourism Management at FIU, concentrating attention toward alumni and donor development, fundraising, and the cultivation of educational and training initiatives in Asia, Latin America and Europe with a special focus on China. Most recently, his emphasis has been on coordinating alignment of programs and partnerships with disciplines in Science, Technology, Engineering & Math (STEM), cultivating trans-disciplinary collaborations in learning experiences and research.

Noted accomplishments in the hospitality and tourism industry have included progressive responsibilities in field and corporate-level positions. Property-level assignments included front office, housekeeping, food & beverage, sales & marketing, and general management. Senior-level posts included corporate director of sales, vice president of marketing and development and executive vice president.

Speaking engagements have included presentations on current hospitality marketing, human resource development and management issues for the Hunter Hotel Investment Conference, the Hospitality Sales & Marketing Association International, Meeting Professionals International, Singapore Tourism Bureau, the Wisconsin, Minnesota, South Dakota, Maryland and New York Governor's Conferences on Tourism, as well as for a multitude of hotels, management companies, brands and hospitality-related organizations worldwide.

Expertise: A specialist in sales and marketing, strategic planning, performance management and human resources development (training), and distance and technology driven systems for remote and distributive learning.

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## COURSE DESCRIPTION AND PURPOSE

This is a discipline-specific global learning course that counts toward your two-course GL graduation requirement.

The 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 the student 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

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decisions. The primary goal is to enable students to evaluate, describe, and design marketing activities utilizing practical insights within an international context.

## COURSE OBJECTIVES

Graduates of the School of Hospitality and Tourism management will obtain general knowledge of the concepts and tools of marketing as applied to the hospitality, travel and tourism industry including:

1. Students will understand the core marketing concepts of internal marketing, target marketing, socially responsible marketing, and relationship marketing in a local, global and intercultural environment.
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 service, 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:

1. Students will evaluate the target marketing strategy of a hospitality firm by accepting shared responsibility for solving local, global, international, and intercultural problems.
2. Students will identify marketing strategies for competitive advantage.
3. Students will be able to understand and analyze the different components of market segments in local, global, international, and intercultural environments.
4. Students will differentiate services marketing from product marketing.
5. Students will explain the role of customer expectations in customer satisfaction and retention.
6. Students will demonstrate the ability to communicate using proper elocution, including proper eye contact, voice volume and voice modulation during a brief oral presentation.
7. Students will demonstrate the ability to effectively use Audio Visual materials that are presented in a readable format and relate to the topic.
8. Students will be able to discuss prevailing world conditions associated with marketing at local, global, international, and intercultural levels.

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## GLOBAL LEARNING COURSE OUTCOMES

This course exposes students to the principles of marketing within the context of global application. Upon completion of this course:

1. Students will be able to demonstrate an understanding of the interrelated macro environment components influencing a global company (Global Awareness).
2. Students will be able to conduct a multi-perspective analysis of service marketing (Global Perspective).
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).

## MAJOR & CURRICULUM OBJECTIVES TARGETED

Upon completion of this course, students should reasonably expect to be able to:

1. Develop a working knowledge of marketing principles, terms, and concepts related to hospitality industry.
2. Understand and apply marketing concepts to real life situations from customer and managerial perspectives.
3. Understand current marketing practices in the hospitality industry.
4. Use marketing concepts in formal and informal business conversations in a confident and intelligent manner.
5. Explain the process involved in developing effective promotion and differentiate between effective and ineffective hospitality promotional campaigns.
6. Gain an understanding of marketing's leadership role in determining and improving service quality to enhance customer value, satisfaction, and loyalty.
7. Explain basic marketing principles in order to incorporate them into a marketing plan.
8. Analyze the competitive environment and customer segments in order to select target markets.
9. Build and maintain lasting relationships with customers and other stakeholders to cultivate loyalty.
10. Develop effective marketing strategies to meet changing customer needs and expectations.
11. Design sustainable marketing mix activities to maximize marketing goals.

## TEACHING METHODOLOGY

This is a fully online course in which all of the instructional materials and activities are delivered through Canvas, and/or other internet-based media. Some exams may require the use of an approved proctoring center. Should you have any questions, please contact the professor.

This class is devoted to teaching students marketing through a hospitality lens. In this class, the focus will be on usable skills that students can apply immediately in their current jobs or upon graduation. This is not a theory class. I believe that learning can and should be **fun**. This can only be achieved in an online forum in which you participate in the assignments and engage with the material.

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## ACTIVE LEARNING STRATEGIES

Students will be engaged with a range of case study analyses, video presentations, discussion topics and reflective journal entries linked from the course modules and assignments. As the course progresses throughout the term, students will be exposed to global context examples of applied marketing principles and will be asked to utilize critical thinking skills to draw conclusions on the application of those topics in the global marketplace.

This course utilizes the following tools:

1. Reading Assignments
2. Case Study Analyses
3. Quizzes
4. Journal Assignments
5. Video Assignments
6. Written Assignments

## IMPORTANT INFORMATION

### 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: <https://owl.english.purdue.edu/owl/source/00/05/>

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.

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## ACADEMIC MISCONDUCT STATEMENT

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Academic Misconduct includes: **Cheating** – The unauthorized use of books, notes, aids, or electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. **Plagiarism** – The use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Learn more about the [academic integrity policies and procedures](#) as well as [student resources](#) that can help you prepare for a successful semester.

## 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 correctly 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.

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

## COURSE PREREQUISITES

There are no prerequisites for this course.

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## EXPECTATIONS OF THIS COURSE

This is an online course, which means most (if not all) of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

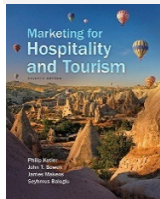
### Students are expected to:

- **Review the how to get started information** located in the course content
- **Introduce yourself to the class** during the first week by posting a self-introduction in the appropriate discussion forum
- **Take the practice quiz** to ensure that your computer is compatible with Canvas
- **Interact** online with instructor/s and peers
- **Review** and follow the course calendar
- Log in to the course **at least once** per week
- Respond to discussion boards, blogs, and journal postings within the assigned time
- Respond to **emails** within **2 days**
- Submit assignments by the corresponding deadline

### The instructor will:

- Log in to the course **6 days** per week
- Respond to discussion boards, blogs, and journal postings within **one week**
- Respond to **emails** within **2 days**
- Grade assignments within **one week** of the assignment deadline

## TEXTBOOK



### Marketing for Hospitality and Tourism (7th Edition)

Philip T. Kotler, John J. Bowen, James Makens Ph.D.

Pearson, 7th Edition, 2012

ISBN 9780134151922

ISBN 0134151925

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

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

eText ISBN-10: 0-13-414169-5

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## COURSE DETAIL

### COURSE COMMUNICATION

Communication in this course will take place via the **Canvas Inbox**. You can view the [Canvas Conversations Tutorial](#) to learn more about how to communicate with your instructor and peers using the Inbox, Announcements, and Discussions.

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

### DISCUSSION FORUMS

All students are expected to post their thoughts on discussion topics presented throughout the term. There are six (6) topics worth 50 points each for a total of 300 points toward your final grade.

The purpose of the discussion forum is to provide a platform for students to consider how marketing principles may apply differently based on the norms, attitudes, values, beliefs and social practices of different cultures.

Keep in mind that your discussion forum postings will be seen by other students taking the course. Care should be taken when determining what to post.

### INTRODUCTION VIDEO

Because this class is strictly online, the only way for us to get to know one another better is to introduce ourselves utilizing the online resource of video. Accordingly, you will need to record yourself and upload the file. This video is worth **100 points** of your total grade. The following information must be included in your introductory video:

1. **Your name** (e.g., My name is Mike Hampton)
2. **Where you are from** (e.g., I was born and raised in Miami, Florida)
3. **Where you are in your degree program** (e.g., I am a junior in the hospitality management program)
4. **What you want to do when you graduate** (e.g., I want to teach marketing at Florida International University because it has the best hospitality students in the country).
5. **Anything else interesting that you would like to share** (e.g., I am a major fan of professional cycling and I am a coffee connoisseur).

### CHAPTER QUIZZES

For each chapter in the book, you will have a 5 question, multiple-choice quiz. You will have one attempt to take this quiz so please make sure you have a good Internet connection before starting it. These quizzes are given to insure that you are completing and understanding the reading assignments. You may consult additional sources other than people to answer these questions. It will be timed, and you will only have **10 minutes** to complete each quiz. Each chapter quiz will be released on Monday and you have until **11:59 on the Friday of that week to complete the quiz**. Each quiz is worth 50 points and will provide a possible total of **650 points** toward your final grade.

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](#).

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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](#).

## JOURNAL ASSIGNMENTS

Your journal will be a compilation of your thoughts and experiences from the previous week's lessons as they apply in the global context. You will record what principles or topics you found interesting from the week's readings and assignments, what you learned from it, and your conclusions on how those principles or topics could apply within the global marketplace – emphasizing what differences might be taken into account relative to other regions, cultures, regulatory environments and/or social contexts. You are also invited to present any other pertinent information you would like to include. You will use your journal throughout that term and, more importantly, at the end of the term to bring together your collective thinking that reflects your understanding of key concepts and important theories in marketing as applied in the global marketplace. **Your journal entries are to be submitted via Canvas and are due on the weeks listed in the schedule by the SUNDAY of that week at 11:59 pm.** Entries that are submitted late will ***not*** be awarded credit.

An appropriate journal must include these three elements:

1. The principles or topics you found interesting during the previous week's readings and assignments.
2. What you learned from them.
3. Your conclusions on how these principles or topics could apply within the global marketplace.

**Note: spelling, grammar, and syntax will be a component of grading. If you need help with checking these, please consult a friend or the [writing center](#). I WILL take off 5 points for mistakes in these.**

Your journal entries and your responses to the presentations will total **600 points** of your total grade.

## PROMOTION ASSIGNMENT AND PRESENTATION

Find what you consider a good or bad hospitality business, travel company or tourism organization advertisement in print or other media (e. magazine, tourist guide, newspaper, television or social media channel). Submit 2-3 pages (double-spaced) discussing why you think it is good or bad advertising and how it can be improved. Scan and import a copy of the ad onto your page. Using the textbook (Chapter 13) and any other material provided by the instructor, identify the ad's target market, source (type of magazine, newspaper, etc.), purpose, message content, execution style, and layout and design. Then, evaluate the ad's effectiveness. A "good" ad has congruity and synergy among all these components (that is, it has the right source, right content, right style, and right layout and design for its target market and purpose). Also, discuss what you would change to further improve the ad's effectiveness. And finally, if this advertisement were directed to an audience in another country or region of the world, identify how it would have to be changed. **This is not an optional component- you must suggest at least one change for improvement and share your perspectives on its adaptation in the global context.**

**Please use each of the categories provided below as headers in your written assignment. This will insure that you cover all of the required material. Each component will equally contribute to your grade for the written portion of the assignment. Be sure to reference the source and date of publication or release of the ad.**

**Target Market:** Each promotion piece is designed with a target audience in mind. Who is the target market(s) of the ad? Examples would be business travelers, female business travelers, meeting planners,



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travel agents, investors, senior travelers, families, high rollers, weekend travelers, golfers, general public, and so on. Be as specific as possible and include certain characteristics of the target market (demographics, benefits sought, psychographics). (50 points)

**Purpose:** Each ad should have a purpose and specific objective(s). The purpose of an ad would be informative, persuasive, and/or reminder (Refer to pages 358 – 360 and 370 – 371 of the textbook). The specific objectives would be positioning, differentiation, creating an image, communicating certain benefits, obtain immediate action, steal from competitors, etc. An ad may have more than one objective; however, a good ad should not have many objectives not to confuse the target market. (50 points)

**Message Content:** The message content of an ad may fall into one or more of the three types of appeals: rational, emotional, and moral. (Refer to page 360 of the textbook). (50 points)

**Message Execution Style:** Message execution style is related to how the message is said. Particularly, the slogan (headline) of the ad should get the attention of the target market. There are different message execution styles a company can use to deliver the desired message; and you should be able to identify the style of the ads of your choice. For a list of message execution styles, refer to pages 355-376 of the textbook. (50 points)

**Layout and Design:** This, to a great extent, will contribute to an ad's attractiveness and eye-catching design, which includes borders, pictures, icons, colors, fonts as well as the layout of text and pictures. (50 points)

**Your Suggestions:** Once you identify and evaluate the components of an ad, you can go ahead and evaluate its effectiveness as a whole. A 'good' ad has consistency and synergy among all these components (that is, it has the right source, right content, right style, and right layout and design for its target market and purpose). The design of the ad will always start with the target market in mind, and all the components discussed above should complement each other in reaching them. **There is always room for improvement!** In this section, discuss what you would do differently to increase its effectiveness. Additionally, share your perspectives on how this advertisement would have to be changed if it were directed to an audience in another country or region of the world. (75 points)

Written Presentation - TOTAL: 375 Points

For your video presentation, using the ad selected and critiqued in the written presentation, discuss the highlights of each of the categories for a video recorded session. Demonstrating your communication skills, talk through each aspect of the written assignment as it relates to the ad, concluding with your opinion of its effectiveness and how you think it would have to be adapted if it were directed to an audience in another country or region of the world.

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The following will be used to assess the video presentation:

<b>Student Name:</b>	<b>SCORE (Total score of 325)</b>
	<b>Subject.</b> Was the presentation informative? Did it have a clear focus? <b>(50)</b>
	<b>Organization/Clarity &amp; Preparation.</b> Was it easy to follow? Was there a clear introduction and conclusion? Rehearsed? Pacing the flow of the presentation? Without relying on notes too heavily <b>(50)</b>
	<b>Creativity.</b> Was the presentation eye-catching or unique in some way? Did it grab the audience's attention? <b>(50)</b>
	<b>Engagement of the audience.</b> Did the speaker communicate in a way that maintained the audience's interest, and did the speaker keep eye contact with the camera? <b>(50)</b>
	<b>Time Management.</b> Appropriateness of time taken for presentation <b>(25)</b>
	<b>Visual aids.</b> Did the speaker make effective use of the visual aids? Were they large enough to see easily? <b>(50)</b>
	<b>Professionalism.</b> Business attire, demeanor, self-respect <b>(50)</b>
<b>TOTAL SCORE</b>	

The written and video assignments are due the final week of class (week 14). The presentation time for the video is to range between 3-5 minutes. The promotion written assignment (325 points) and video presentation (325 points) combined are worth **650 points** of your total grade.

#### GRADING

Course Requirements	Number of Items	Points for Each	Total Points Available	Weight	
Introduction Video	1	100	100	4%	
Chapter Quizzes (50 points each)	13	50	650	16%	
Journals (50 points each)	6	50	300	27%	
Discussions (50 points each)	6	50	300		
Promotion Assignment (written)	1	325	325	53%	
Promotion Assignment (video)	1	325	325		
<b>Total</b>	<b>22</b>	<b>N/A</b>	<b>2000</b>	<b>100%</b>	
Letter	Range (%)	Letter	Range (%)	Letter	Range (%)
A	Above 93	B	84 - 86	C	71 - 76
A-	91 - 92	B-	81 - 83	D	61 - 70
B+	80	C+	77 - 80	F	< 61

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## COURSE CALENDAR

### WEEKLY SCHEDULE

Week	Topics	Readings	Assignments
<b>Week 1</b> 07 May – 13 May	Introduction: Marketing for Hospitality & Tourism	Ch. 1	Introduction Video Ch. 1 Quiz
<b>Week 2</b> 14 May – 20 May	Service Characteristics of Hospitality & Tourism Marketing  The Role of Marketing in Strategic Planning  Discussion – How Service Characteristics In Hospitality & Tourism Vary By International Region	Ch. 2 & 3	Discussion 1 Ch. 2 & 3 Quizzes
<b>Week 3</b> 21 May – 27 May	The Marketing Environment  Discussion – How The Marketing Environment Variables Differ Around The World	Ch. 4	Discussion 2 Journal 1 Ch. 4 Quiz
<b>Week 4</b> 28 May – 03 June	Managing Customer Information To Gain Customer Insights  NOTE: No Classes on 03 May (Memorial Day Holiday)	Ch. 5	Journal 2 Ch. 5 Quiz
<b>Week 5</b> 04 June – 10 June	Consumer Markets & Consumer Buying Behavior  Organizational Buyer Behavior  Discussion – How Consumer Buying Behaviors Are Influenced By Social & Cultural Norms	Ch. 6 & 7	Discussion 3 Ch. 6 & 7 Quizzes
<b>Week 6</b> 11 June – 17 June	Customer-Driven Marketing Strategy: Creating Value for Target Customers  Discussion – How Cultural Perceptions Correlate With Value Perceptions	Ch. 8	Discussion 4 Journal 3 Ch. 8 Quiz
<b>Week 7</b> 18 June – 24 June	Designing & Managing Products and Brands: Building Customer Value	Ch. 9	Journal 4 Ch. 9 Quiz
<b>Week 8</b>	Internal Marketing	Ch. 10 & 11	Discussion 5 Ch. 10 & 11 Quizzes

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25 June – 01 July	Pricing: Understanding & Capturing Customer Value		
	Discussion – How Value Propositions May Be Affected By International Monetary Policy & Currency Exchange Issues		
<b>Week 9</b> 02 July – 08 July	Distribution Channels   Delivering Customer Value	Ch. 12	Journal 5 Ch. 12 Quiz
<b>Week 10</b> 09 July – 15 July	Engaging Customers & Communicating Customer Value and Advertising	Ch. 13	Discussion 6 Ch. 13 Quiz
<b>Week 11</b> 16 July – 22 July	Promotion Assignment & Video Production		Journal 6
<b>Week 12</b> 23 July – 29 July	Promotion Assignment & Video Presentation		

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Global Marketing Resources:

Module 1

Video: The Global Marketing Mix – Internationalization – Global Marketing  
Tine Wade / November 2016

Module 3

Video: Starbucks Global SWOT Analysis  
365 Careers / July 2017

Module 4

Report: World Tourism Annual Research Report 2016  
World Tourism Organization / April 2017

Module 5

Video: McDonald's Global Marketing Strategy  
Eden Ben-Haim / April 2013

Module 6

Article: Target Market Segmentation in Travel & Hospitality  
Gigi DeVault / October 2017

Module 7

Video: The Globalization of Starbucks  
Mary E. Bryant / December 2013

Module 8

Video: Global Hotel Pricing Index  
Hotels.com / September 2012

Module 9

Article: Channel Shock: The Future of Travel Distribution  
Andrew Scheivachman / August 2017

Module 10

Video: Marriott Global Marketing Content Studio  
Content Marketing Institute / September 2016

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