

## HTM 5423 Hospitality and Tourism Marketing Management Fall 2019 Course Syllabus

<b>Instructors</b>	<b>Instructors:</b> Dr. Hailin Qu (Week 1-9) & Dr. Lisa Slevitch (Week 10-17) <u>Office:</u> 395 HS (Dr. Qu) & 375 HS (Dr. Slevitch) <u>Phone:</u> 405-744-6711 (Dr. Qu) & 405-744-7643 (Dr. Slevitch) <u>E-mail:</u> <a href="mailto:h.qu@okstate.edu">h.qu@okstate.edu</a> (Dr. Qu) & <a href="mailto:lisa.slevitch@okstate.edu">lisa.slevitch@okstate.edu</a> (Dr. Slevitch) <u>Course Meeting:</u> Wednesday Dr. Qu 2:30-5:10pm & Dr. Slevitch 4:30-7:10 p.m. HSW203 <u>Office Hours:</u> by appointment <u>Website:</u> <a href="https://canvas.okstate.edu/courses/48152">https://canvas.okstate.edu/courses/48152</a>
<b>Course Objectives</b>	<ul style="list-style-type: none"> <li>• Identify and explain various contemporary theories of hospitality marketing management</li> <li>• Describe current literature on the various types of hospitality marketing management topics</li> <li>• Demonstrate an ability to articulate what is going on in the current hospitality marketing literature</li> <li>• Identify key factors affecting hospitality marketing management</li> </ul>
<b>Course Description &amp; Expectations</b>	<p>The concepts and strategies of hospitality and tourism marketing management and customer development. Prerequisite(s): Undergraduate marketing course.</p> <p><b>Students are expected to attend class, read the assigned material before class, participate in class discussions, and complete and turn in assignments on time. Failure to meet any of these expectations is your choice, and may result in a lower course grade than you hoped for.</b></p>
<b>Course Materials</b>	<p>Gursoy, Dogan (ed) (2017). <i>The Routledge Handbook of Hospitality Marketing</i>, Routledge, London and New York. Print ISBN: 9781138214668, 1138214663; eText ISBN: 9781315445502, 1315445506.</p> <p>The list of the other materials can be found on Canvas (<a href="https://canvas.okstate.edu/courses/48152">https://canvas.okstate.edu/courses/48152</a>) in Course Materials and in Course Schedule in the syllabus.</p>
<b>Attendance</b>	<p>Class attendance is <i>required</i> and strongly <i>advised</i>. There is “point criteria” penalty for not coming to class. The penalty occurs from a lack of understanding regarding the material presented in the class, missing participation points and in-class assignments.</p> <p>It is your responsibility to be on time and attend each class session. Higher grades cannot be expected unless the students attend and actively participate in classes.</p>
<b>Class Participation</b>	<p>Participation grade in the class will consist of:</p> <ul style="list-style-type: none"> <li>• participation and meaningful contribution to in-class discussions or other activities</li> <li>• weekly discussions of assigned homework and other relevant topics</li> <li>• students’ answering to the questions raised by the instructor and peers during classes</li> </ul>
<b>Professionalism</b>	<ul style="list-style-type: none"> <li>• The quality of your future experiences depends on the degree of professionalism that you exhibit. It is expected that students conduct themselves in a mature and professional manner in every class session.</li> <li>• Professionalism includes attendance at every class session, constructive participation in course activities, timely completion of assignments, the manner in which you act, courtesy toward classmates, etc.</li> <li>• Respecting others and their opinions, whether you agree or disagree, is very important.</li> <li>• Please do not hold side conversations when others are speaking.</li> <li>• If you consistently act in an unprofessional manner you will be asked to leave the class final grade will be reduced.</li> </ul>
<b>Changes to the Syllabus</b>	<p>The syllabus may be subject to additions, deletions, or other changes as necessary.</p>

## Assignments

Students will be required to complete and submit the assignments on the dates noted in the course schedule.

- All assignments are to be typed and are to be of professional quality in appearance
- Late submission of assignments will not be accepted since Canvas automatically locks up after the specified deadline for submission for each assignment.
- Assignments and reports will have to be submitted using the on Canvas unless announced. No other methods will be accepted.

### MAIN ASSIGNMENTS IN THE COURSE INCLUDE:

#### 1. Individual Presentation and Leading Class Discussion Assignments (150-point)

Each student is required to present and leading classroom discussion on a few article(s) assigned. The presentation should include but no limited to:

- 1) Summarize and describe the key contents discussed in the article(s);
- 2) Your own critiques and comments of the article(s);
- 3) Give ONE example of how the contents discussed in the article(s) can be used in hospitality and tourism industry; and,
- 4) Give ONE example of how the contents discussed in the article(s) can be applied in hospitality and tourism research.

A peer assessment (50%) will be used to assess your presentation along with the instructor's assessment (50%).

#### 2. Midterm Assignment (150-point)

Midterm examination will be based on the subject areas discussed in the classes from week 1 to 8. Each student needs to choose ONE marketing area that you are interested to write a reflection report which including the following parts:

- 1) The area you chosen and why you are interested;
- 2) Briefly summarize and describe the past and current developments and future trends in the area you chosen;
- 3) Your own opinion on how important the area to hospitality and tourism industry; and
- 4) Give ONE example that it can be used in hospitality and tourism industry.

The report should have minimum two pages and maximum 10 pages (double spaced with fount size 12 Times New Roman) with appropriate footnotes, figures, tables, and bibliography. The due date is **Monday 10/21 before mid-night** (central time).

#### 3. Reflection Assignments (RAs)

Students will be assigned to read articles, watch videos, or analyze cases and, then, asked to answer on several questions specified in each RA description on Canvas. The completed reflection reports should be submitted to Assignments on Canvas. Please refer to the class schedule in the syllabus for submission deadlines.

##### 3.1 Reflection Group Presentation (100-point)

Class will be randomly split into small groups. Each group will be randomly assigned one of the contemporary topics in marketing management. Based on the existing literature on the topic the group should explain the essence of the topic, its impacts in general and in hospitality industry in particular. Presentations should not be purely descriptive, students should focus on critical analysis and present their own opinions and comments. Each group is required to prepare evaluative materials, i.e. quizzes, cases, etc. and lead classroom discussion. It should be an entire group effort and every group member must participate in the presentation. The presentation should be interesting, informative, and well planned. A peer assessment (50%) will be used to assess your presentation along with the instructor's assessment (50%). Your group presentation score = Instructor evaluation + Peers' evaluation. A peer assessment method will also be used to evaluate

	<p>each group member's participation and contribution. Each group member's score for the presentation will be calculated as follows:  Your personal score = (your group presentation score) x peer assessment (%)  The detailed description of Assignments can be found on Canvas in Content/Assignments</p> <p><b>3.2 Reflection Individual Presentation (100-point)</b></p> <p>Each student is required to present his/her individual report in the classroom and lead classroom discussion. A peer assessment method will be used to evaluate each student's presentation and performance.</p> <p><b>3.3 Reflection Individual Report (100-point)</b></p> <p>Each student will be required to prepare a Contemporary Marketing Issue Paper based on comprehensive literature reviews of journal articles, published dissertations, trade or professional magazines articles etc. Students should select one contemporary/emerging marketing issue or trend in the hospitality or tourism industry and describe your own opinions and comments for the issue you selected. Each student should document findings in the form of a written report, double spaced with font size 12 Times New Roman, 6 pages minimum, 12 pages maximum with appropriate footnotes, figures, tables, and bibliography.</p>																
<b>Grading</b>	<table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;"><u>Source</u></th> <th style="text-align: right;"><u>Points</u></th> </tr> </thead> <tbody> <tr> <td>Attendance and In-Class Participation</td> <td style="text-align: right;">100 points</td> </tr> <tr> <td>Individual Presentation and Leading Class Discussion</td> <td style="text-align: right;">150 points</td> </tr> <tr> <td>Midterm Assignment - Individual Report</td> <td style="text-align: right;">150 points</td> </tr> <tr> <td>Reflection Assignment - Group Presentation</td> <td style="text-align: right;">100 points</td> </tr> <tr> <td>Reflection Assignment - Individual Presentation</td> <td style="text-align: right;">100 points</td> </tr> <tr> <td>Reflection Assignment - Individual Report</td> <td style="text-align: right;">100 points</td> </tr> <tr> <td><b><u>Total*</u></b></td> <td style="text-align: right;"><b><u>700* points</u></b></td> </tr> </tbody> </table> <p>If an assignment is turned in after the due date, a <b>letter grade</b> (i.e., 10% of the points assigned) <b>will be deducted for each day the assignment is past due.</b></p> <p><b><u>Grading Scale</u></b>  <b>A-</b> 90 – 100%    <b>B-</b> 80 – 89%    <b>C-</b> 70 – 79%    <b>D-</b> 60 - 69%    <b>F</b> - Below 60%</p> <p><b>* The number of points may be subject to additions, deletions, or other change</b></p>	<u>Source</u>	<u>Points</u>	Attendance and In-Class Participation	100 points	Individual Presentation and Leading Class Discussion	150 points	Midterm Assignment - Individual Report	150 points	Reflection Assignment - Group Presentation	100 points	Reflection Assignment - Individual Presentation	100 points	Reflection Assignment - Individual Report	100 points	<b><u>Total*</u></b>	<b><u>700* points</u></b>
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<b>Formatting</b>	<p>Assignments presented in inappropriate format <b>WILL NOT BE ACCEPTED</b> and will receive <b>0 points</b>.</p> <p>The most current version of the APA style should be used for all citations and references: <a href="http://www.apastyle.org/">http://www.apastyle.org/</a>(home page) or <a href="http://www.uwsp.edu/psych/apa4b.htm">http://www.uwsp.edu/psych/apa4b.htm</a></p> <p>Spelling and grammar will be evaluated as part of the grading process</p> <p><b><u>FORMATING POINTS</u></b></p> <ul style="list-style-type: none"> <li>• Be sure to put your name, course and assignment title.</li> <li>• Be sure to number all pages and to follow the structured outline.</li> <li>• Double-space, with font size of 12 Times New Roman.</li> </ul>																
<b>Syllabus Attachment</b>	<p>The official OSU Syllabus attachment for this semester can be found at end of the syllabus. It is your responsibility to read and understand this information</p>																
<b>Diversity</b>	<p>Diversity in beliefs and values is expected. I ask you to always maintain respect for the opinions differing from your own that may be presented in class.</p>																

<b>Academic Integrity</b>	<p>Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript, and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <a href="mailto:academicintegrity@okstate.edu">academicintegrity@okstate.edu</a>.</p>
<b>Disability Statements</b>	<p>If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, I will work with you and the university Office of Disabled Student Services, 326 Student Union, to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise me of such disability and the desired accommodations before, during or immediately after the first class period.</p>

## HTM 5423 Course Schedule – Fall 2019\*\*

Week	Date	Topic	Class preparation
1	8/21	<b>Course Introduction</b>	<ul style="list-style-type: none"> <li>• Syllabus</li> <li>• Reading and discussion assignment:                             <ul style="list-style-type: none"> <li>• Dilek, E. &amp; Harman, S. (2017). <i>Hospitality marketing: A historical perspective</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 9-20), Routledge, London and New York.</li> <li>• Knutson, B. (2017). <i>The foundation of twenty-first-century hospitality marketing strategy</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 9-20), Routledge, London and New York.</li> <li>• <a href="https://www.youtube.com/watch?v=sR-qL7QdVZQ">https://www.youtube.com/watch?v=sR-qL7QdVZQ</a> (Philip Kotler: Marketing) (60')</li> <li>• <a href="https://www.youtube.com/watch?v=AHu2mPYJAfw">https://www.youtube.com/watch?v=AHu2mPYJAfw</a> (Marketing 4.0: Moving from Traditional to Digital) (2'40")</li> </ul> </li> </ul>
2	8/28	<b>Core Concepts</b> Ziqing Chen	<ul style="list-style-type: none"> <li>• Reading and discussion assignment:                             <ul style="list-style-type: none"> <li>• Sinclair-Maragh, G. (2017). <i>A critical review of hospitality marketing concepts</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 21-30), Routledge, London and New York.</li> <li>• Ezeh, P. (2017). <i>A critical review of market segmentation, target marketing and positioning in hospitality marketing</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 31-40), Routledge, London and New York.</li> </ul> </li> <li>• Readings assignments #1: Core Concepts</li> <li>• <b>Individual</b> presentation &amp; leading classroom discussion #1</li> <li>• <a href="https://www.youtube.com/watch?v=biLOOPuAvTY">https://www.youtube.com/watch?v=biLOOPuAvTY</a> (Philip Kotler: Marketing Strategy)</li> </ul>
3	9/4	<b>Sustainability and Marketing Environment</b> Rayna Magee	<ul style="list-style-type: none"> <li>• Reading and discussion assignment:                             <ul style="list-style-type: none"> <li>• Hall, C. (2017). <i>Hospitality sustainability practices, consumer behavior and marketing</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 361-370), Routledge, London and New York.</li> </ul> </li> <li>• Reading assignments #2: Sustainability &amp; Environment</li> <li>• <b>Individual</b> presentation &amp; leading classroom discussion #2</li> <li>• <a href="https://www.youtube.com/watch?v=zoVMOU0wz-o">https://www.youtube.com/watch?v=zoVMOU0wz-o</a></li> </ul>
4	9/11	<b>Marketing Research</b> Ray Li	<ul style="list-style-type: none"> <li>• Reading and discussion assignment:                             <ul style="list-style-type: none"> <li>• Bolden, E. (2017). <i>A critical review of hospitality marketing statistical techniques and applications</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 43-53), Routledge, London and New York.</li> </ul> </li> <li>• Readings assignments #3: Marketing Research</li> <li>• <b>Individual</b> presentation &amp; leading classroom discussion #3</li> <li>• <a href="https://www.youtube.com/watch?v=F1Y0CYOIWIQ">https://www.youtube.com/watch?v=F1Y0CYOIWIQ</a> (Types of market research)</li> </ul>
5	9/18	<b>Consumer Behavior</b> Jie Chen	<ul style="list-style-type: none"> <li>• Reading and discussion assignment:                             <ul style="list-style-type: none"> <li>• Readings assignments #4: Consumer Behavior</li> </ul> </li> <li>• <b>Individual</b> presentation &amp; leading classroom discussion #4</li> <li>• <a href="https://www.youtube.com/watch?v=IVYxsf1RJhI">https://www.youtube.com/watch?v=IVYxsf1RJhI</a></li> </ul>
6	9/25	<b>Branding</b> Satu Kuusi	<ul style="list-style-type: none"> <li>• Reading and discussion assignment:                             <ul style="list-style-type: none"> <li>• Readings assignments #5: Branding</li> </ul> </li> <li>• <b>Individual</b> presentation &amp; leading classroom discussion #5</li> </ul>

			<ul style="list-style-type: none"> <li>• <a href="https://www.youtube.com/watch?v=TiHqUskf6Ww">https://www.youtube.com/watch?v=TiHqUskf6Ww</a> (What great brands do-Airline)</li> </ul>
7	10/2	<b>e-Marketing</b> Dawson Jensen	<ul style="list-style-type: none"> <li>• Reading and discussion assignment: <ul style="list-style-type: none"> <li>• Kim, E., Tang, L. &amp; Bosselman, R. (2017). <i>A critical review of innovation in hospitality marketing</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 413-423), Routledge, London and New York.</li> <li>• Readings assignments #6: e-Marketing</li> <li>• <b>Individual</b> presentation &amp; leading classroom discussion #6</li> <li>• <a href="https://www.youtube.com/watch?v=JJCGCuUIVzc">https://www.youtube.com/watch?v=JJCGCuUIVzc</a> (Digital Marketing Trends for 2019 Online Domination)</li> <li>• <a href="https://www.youtube.com/watch?v=U83j2km26vE">https://www.youtube.com/watch?v=U83j2km26vE</a> (Digital Marketing Differentiation Strategy - Starwood Hotels &amp; Resort)</li> <li>• <a href="https://www.youtube.com/watch?v=lQECdWTpPZ8">https://www.youtube.com/watch?v=lQECdWTpPZ8</a> (What are the biggest changes coming for hotel digital marketing?)</li> <li>• <a href="https://www.youtube.com/watch?v=uJaxQVzjED4">https://www.youtube.com/watch?v=uJaxQVzjED4</a> (Digital Trends in Hospitality)</li> </ul> </li> </ul>
8	10/9	<b>Future of Hospitality Marketing: Trends and Analysis</b> Maria	<ul style="list-style-type: none"> <li>• Reading and discussion assignment: <ul style="list-style-type: none"> <li>• Williams, J. &amp; Benjamin, S. (2017). <i>Changes in hospitality consumers' needs and wants</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 578-584), Routledge, London and New York.</li> <li>• Moreno, S. &amp; Ritchie, S. (2017). <i>Future of hospitality marketing: Trends and challenges</i>, In Gursoy, Dogan (Ed) <i>The Routledge Handbook of Hospitality Marketing</i> (pp. 578-584), Routledge, London and New York.</li> <li>• Readings assignments #7: Future of H&amp;R Marketing</li> <li>• <b>Individual</b> presentation &amp; leading classroom discussion #7</li> <li>• <a href="https://www.youtube.com/watch?v=uZnGF-Aln6o">https://www.youtube.com/watch?v=uZnGF-Aln6o</a> (Hotel sales and marketing experts on 2019's big opportunities)</li> <li>• <a href="https://www.youtube.com/watch?v=tS0_FAYiyTO">https://www.youtube.com/watch?v=tS0_FAYiyTO</a> (move from revenue management to strategy)</li> </ul> </li> </ul>
9	10/16	<b>Midterm Assignment</b>	<b>Take Home Midterm Assignment</b> <i>Individual report due on Monday 10/21 before mid-night</i>
10	10/23	<b>Academic Writing &amp; Academic Integrity</b>	<ul style="list-style-type: none"> <li>• Notes on Canvas,</li> <li>• Reading Assignments #8: Academic Writing &amp; Integrity</li> </ul>
11	10/30	<b>Group presentations</b>	<ul style="list-style-type: none"> <li>• Peer Assessment</li> <li>• RA1</li> </ul>
12	11/6	<b>Group presentations</b>	<ul style="list-style-type: none"> <li>• Peer Assessment</li> <li>• RA2</li> </ul>
13	11/13	<b>Individual Presentations</b>	<ul style="list-style-type: none"> <li>• Peer Assessment</li> <li>• RA3</li> </ul>
14	11/20	<b>Thanksgiving Break</b>	No class ☺
15	11/27	<b>Individual Presentations</b>	<ul style="list-style-type: none"> <li>• Peer Assessment</li> <li>• RA4</li> </ul>
16	12/4	<b>Individual Presentations</b>	<ul style="list-style-type: none"> <li>• Peer Assessment</li> <li>• RA5</li> </ul>
17	11/9-13	<b>Finals Week</b>	• Individual Report

**\*\* Readings, Assignments, and Exam Dates are subject to adjustment with notice.**

