

HTMT 350–Spring 2008
Hospitality and Tourism Marketing
Beatty Center 218, TR 9:25-10:40am

Instructor: Dr. Stephen W. Litvin
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Office hours: Monday 3:00pm – 5:30pm
 Wednesday 3:00pm – 5:30pm
 Thursday 10:45am – noon

Course prerequisites: HTMT210 and MKTG302; Jr. Standing

Course objectives: The objective of this course is to examine how leading hospitality and tourism enterprises apply marketing theories for the purpose of building successful businesses.

Learning methods: Students will be expected to be active participants in their learning. The course will encompass lectures, but will rely heavily upon class discussion with a strong emphasis upon the use of case studies. Students will be expected to complete a series of short written assignments and a semester project. There will be two progress tests, and a final examination.

Required text: *Marketing Leadership in Hospitality*, 4th edition, Shoemaker, Lewis & Yesawich. In addition, various readings and case studies will be provided to support the text. Many of these will be maintained on electronic reserve (ER on your syllabus) in the Library. The access code for these readings is “travel”.

Academic Integrity: The College of Charleston’s Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else’s work in exams, quizzes, and assignments. It includes using notes and other aides during exams when not authorized to do so, collaborating with others for take-home exams, using someone else’s idea’s without referencing them, or turning in an assignment for this class that was submitted, in whole or in part, for another class. Cheating also includes the allowing of one’s work to be copied by another and doing work for another student. If you are unclear about what constitutes cheating, please see the Instructor.

Grade Allocation:			Grades:	
Progress test #1	20		A	93-100
Final exam	30		A-	90-92
Case studies and assignments	30		B+	87-89
Semester project	20		B	83-86
Total	100		B-	80-82
			C+	77-79
			C	73-76
			C-	70-72
			D+	67-69
			D	60-66

Class attendance and participation: The course has no specified attendance policy. However, attendance is expected and students are responsible for all content and assignments for each class. Attendance is however expected and students are responsible for all content and assignments for each class. Your final grade will be adjusted from +3 to -3 marks based the quality of your participation. Active participation, i.e. your willingness and enthusiasm for contributing to class discussion, as well as the quality of your contribution, will result in a positive adjustment. Lack of attendance or lack of preparation will result in a negative adjustment. Class participation is important. You are expected to contribute! The HTM industry requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class.

Other readings, etc.: To support the required reading of the text, which is expected to be completed prior to each class session, additional readings will be assigned during the semester and included on the progress tests. In addition, cases, discussion questions and other exercises will be distributed prior to class sessions. Students are expected to come to class prepared to discuss these.


Case study write-ups and other assignments: During the semester we will be exploring numerous topics through the use of case studies and short assignments. Assessed assignments are bolded on the syllabus. *The number of these, with either additional assignments added or some deleted, as well as the dates of the assignments, may be adjusted during the course of the semester.* In all cases you will be provided at least a week between the time the assignment is distributed and the required submission. *Your short assignments are due in class.* If will not be attending the class period when the assignment is due, a classmate may submit on your behalf or you may e-mail or hand deliver the assignment to me prior to the class. *Your lowest-graded assignment grade will be dropped when calculating your case study and short assignment grade. I will permit your lowest grade to be a non-submitted assignment.*

Progress test: If you miss the progress test without a valid excuse, you will receive zero credit for the test. With a valid excuse (Instructor's discretion) the points will be allocated to the other assessed components.

Class project: You will complete a group project that will encompass both a written and oral presentation component. Details will be provided during the semester.

If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours.

Topic Outline and Related Text Chapters
(Subject to change – changes at Instructor’s discretion)

Date	Topic	Chapter*
01-10	Course introduction	Intro, 1
01-15	Introduction, continued	
01-17	Introduction, continued	
01-22	Marketing services and the hospitality experience Assignment #1 due in class	2, 3
01-24	Marketing services and the hospitality experience, continued	
01-29	Case study: Ambassador Hotels. No preparation required	
01-31	Servicescape, Reading (ER#1) Zeithaml and Bitner Assignment #2 due in class	
02-05	<i>Guest speaker, tentative</i>	
02-07	Understanding individual customers; HTM Consumer Behavior	7
02-12	Interactive marketing	20
02-14	Interactive marketing, continued	
02-19	Understanding individual customers, continued Assignment #3 due in class	
02-21	Understanding individual customers, continued	
02-26	Understanding individual customers, continued	
02-28	Progress Test #1	
03-04 03-06	 Spring Break	
03-11	Hospitality pricing	14
03-13	Hospitality pricing, continued	
03-18	Hospitality pricing, continued Assignment #4 due in class	
03-20	Hospitality pricing, continued	
03-25	Differentiation, segmentation, positioning and branding	10, 12, 13
03-27	<i>Guest speaker, tentative</i>	
04-01	Assignment #5 due in class	
04-03	Differentiation, segmentation and positioning, continued	
04-08	Differentiation, segmentation and positioning, continued	
04-10	Differentiation, segmentation and positioning, continued Discussion reading: Why Destination Areas Rise and Fall in Popularity, Plog, S. (2001), <i>Cornell Hotel and Restaurant Quarterly</i> , Vol. 42 (3). Assignment #6 due in class	
04-15	Advertising Case study: Martell, no preparation required	15
04-17	Hospitality distribution systems	18, 19
04-22	Hospitality distribution systems, continued Assignment #7 due in class	
Final Exam		9am – 11am
Saturday April 26		