HMG6747: HOSPITALITY AND TOURISM MARKETING

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COURSE DESCRIPTION

This course will provide a foundation in branding and marketing for the hospitality and tourism industry. Through readings, discussions, and applications of learning, this course will give you the opportunity to create successful marketing and brand strategies by assessing key variables and making informed decisions. This course will cover key branding and marketing principles, practices, and strategies as applied in the tourism and hospitality industry. This course will also provide knowledge and application of steps to develop powerful tourism and hospitality brands and make decisions to manage or solve marketing problems.

STUDENT LEARNING OUTCOMES

1. Assess COVID and post-COVID marketing strategies for hospitality businesses.
2. Discuss the delicate issue of consumer data privacy and how tourism companies can leverage customer data without breaking laws or violating trust.
3. Articulate how hospitality companies can use marketing and communication to navigate crises and disasters.

4. Analyze organizational positions on key political issues and successful strategies for avoiding negative political scrutiny.
5. Identify effective brand positioning and brand management tactics for different hospitality industry sectors.
6. Investigate technologies used for marketing efficiency and efficacy, and service technologies leveraged in marketing to attract customers.
7. Explore the ways hospitality organizations market sustainability efforts to align with market values and cultivate consumer support.
8. Scan for the latest industry trends and report on how hospitality businesses can position themselves to capitalize on changes in market conditions.

COURSE MATERIALS

All required readings will be posted on the course website. The following textbook is optional but recommended as a supplement for student learning:

Keller & Swaminathan (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (Fifth Edition)*. Pearson: Hoboken, NJ. ISBN13: 978-0134892498.

COURSE FORMAT

Students are expected to view all course materials and complete all assignments, as assigned in the syllabus and posted on the course website.

COURSE EVALUATION

Assessment Summary:

A student's overall performance in this course will be based on the following assessment tools:

Assessment Tool	Point Value	Percentage Value
Discussion Boards	10 points each *7 = 70 points.	70%
Marketing Analysis (Week 8)	30	30%
Total	100	100%

Assessment Overview:

Discussion Board Posts (10 points each * 7 = 70 points)

Discussion Boards are a way to show participation in an online classroom environment, and to engage your fellow classmates in healthy, productive, informative dialogue. Specific instructions for the discussion boards can be found in our Canvas classroom under 'Discussions'.

Students may post as often as they like to discussion boards (dialogue is encouraged). However, in order to secure full credit for a discussion, students must complete, at minimum, the following:

- One (1) main response to the discussion question, of at least **250** words in length.
- Two (2) peer responses addressing the main postings from other students, of at least **100** words in length each.
- The grading rubric for discussion boards is as follows:

Main Post Substance and length requirement.	6 pts
Peer Response 1 Substance and length requirement.	2 pts
Peer Response 2 Substance and length requirement.	2 pts

Marketing Analysis

You will apply the concepts in this course to conduct an analysis of current marketing strategies for a hospitality organization.

Each student **must select one hospitality company** for this project. Your company should be a large, well-recognized company in the Fortune 500 or Fortune 500-equivalent market cap range. You may choose from any sector of hospitality including hotels, restaurants, cruise lines, airlines, casinos, theme parks, or other aspects. But your company should be large enough that media and published material on their current marketing position(s) is readily available. Examples include but are not limited to "household names" such as: Marriott, Hilton, Hyatt, Sheraton, IHG, Disney, Sea World, Universal, Six Flags, Darden, Yum Brands, Landry's, Royal Caribbean, Carnival, Norwegian, Delta, United, Spirit, Southwest, MGM Resorts, Las Vegas Sands Corporation, Wynn Resorts, etc.

After completing the Week 8 reading on current industry and marketing trends, you will produce a marketing report that demonstrates your understanding of marketing analysis and sound strategy development. Your report should be **at least 2,400 words in length** and should address **each of the eight topics covered in this course, which include:**

1. **COVID AND POST-COVID -** How is the company handling business during the pandemic and plans for after it is over? What changes, if any, would you recommend on their COVID and post-COVID strategy?
2. **DATA PRIVACY -** How does the company use data in marketing and does it have a published policy or position on data privacy for customers? What changes, if any, would you recommend on their data privacy strategy?
3. **RECOVERY MARKETING -** What disasters, tragedies, scandals, etc. has the company weathered and how have they addressed these from a marketing perspective? If none specific to your company, then you can address how they are handling general concerns like terrorism, COVID, or other crises. What changes, if any, would you recommend on their recovery marketing strategy?

4. **POLITICS IN MARKETING -** What, if any, political issues has the company been involved with or taken a stand on? If none specific to your company, what political forces are affecting their business today and how are they navigating them? What changes, if any, would you recommend on their political strategy?

5. **BRAND MANAGEMENT -** How has the company positioned its brand? What does it represent to consumers? What values or qualities does their customer demographic care about? What changes, if any, would you recommend on their brand management strategy?

6. **TECHNOLOGY IN MARKETING -** What technologies is the company using for marketing purposes? What technologies are they introducing into their service environment in an effort to attract guests? What changes, if any, would you recommend on their technology in marketing strategy?

7. **SUSTAINABILITY IN MARKETING -** What sustainability initiatives has the company adopted? How are they marketing these efforts to their target demographics? What changes, if any, would you recommend on their sustainability in marketing strategy?

8. **MODERN MARKETING TRENDS -** What critical trends are emerging in 2021 that hospitality companies need to confront? How is the company addressing them? What changes, if any, would you recommend on their modern marketing trends strategy?

Since there are eight topics, each topic should be addressed with **roughly 300 words** of discussion. Reports should include a title page, a brief introduction, the discussion of all eight topics, a brief conclusion, and a references page with **at least 8 credible sources cited** (at least one source for each of the eight topics), properly cited in APA format. IMPORTANT: Your **sources should NOT be from the readings provided in the class** -- they should be sources you found through your own independent research on the company you chose.

The length requirement of 2,400 words means 2,400 words of substance. If you put a heading on your submission, you shouldn't count that. You also shouldn't count your reference content. Bluntly, I am looking for 2,400 words of your own careful thoughts and analysis.

You should conduct research and obtain relevant information from the academic literature, trade publications, and other **credible sources** to support your analysis (e.g. Wikipedia is not credible). You will submit your report as a Word document through the associated assignment on the course website (under the Assignments section).

IMPORTANT: Do not plagiarize or use unoriginal content without attribution. These assignments use TurnItIn.com for originality verification. If you copy/paste from other sources, I will know it, and you will receive a zero.

The grading rubric for the Marketing Analysis is as follows:

Substance and Content Addresses all components of the assignment with complete answers and discussion.	15 pts

Sources Uses required number of credible sources.	5 pts
APA Source Formatting References and in-text citations are in proper APA format.	5 pts
Grammar Writing is grammatically correct, and free of spelling and syntax errors.	5 pts
Length Requirement Credit deduction proportional to length shortfall (e.g. if submission is 80% of required length, max eligible credit shall be 80% before other deduction). For an explanation regarding why length requirement is important, please read this article: https://onlinelearningtips.com/2019/08/length-requirements-papers/	--%

COURSE SCHEDULE

Please see the webcourse for a detailed schedule of module content, assignments, and due dates. These may change throughout the course of the semester as needs require so it is important that you are checking the webcourse early and often for updates to due dates, deadlines, etc. Please email your instructor with any questions relevant to the course schedule.

COURSE POLICIES

Academic Integrity:

University of Florida students are bound by The Honor Pledge which states, "*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code*." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "*On my honor, I have neither given nor received unauthorized aid in doing this assignment*."

The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Examples of academic dishonesty include (but are not limited to) plagiarism, unauthorized use of materials or resources, prohibited collaboration or consultation, use of fabricated or falsified information, unauthorized taking or receipt of materials or resources to gain an academic advantage, and unauthorized recordings. Written assessments submitted through the course website will automatically be run through Turnitin, an online anti-plagiarism service which compares student submissions to millions of websites and papers submitted for exact matches. The reports are integrated into the 'Assignments' section of the course website.

Academic dishonesty will not be tolerated in this course. For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations. The sanctions include (but are not limited to) conduct probation, suspension, and expulsion, as well as any educational sanctions. In addition, students may receive an assignment grade penalty or a course grade penalty.

For additional information about the University's Honor Code, please consult http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/.

Accommodations for Students with Disabilities:

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students with disabilities requesting accommodations must first register with the Disability Resource Center by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations based on the impact of a disability. The accommodation letter must be presented to the instructor during office hours or another scheduled time. The instructor will not accept accommodation letters presented in the classroom or any other public space. The University encourages students to follow this procedure as early in the semester as possible. For additional information about the Disability resources, please consult 352-392-8565 or www.dso.ufl.edu/drc/.

Getting Help:

Additional resources are available at http://distance.ufl.edu/getting-help/.

Attendance and Make-Up:

Absent extenuating circumstances (e.g. medical emergencies, military deployment, natural disasters, etc.), work that is not submitted on time will generally not be accepted for credit. If you contact me in advance concerning a challenge in submitting work on time, I will absolutely discuss it with you, and may from time to time grant an extension as may be appropriate and justified (no promises are made a priori). However, failure to read, understand, or remember deadlines will not be an excuse that justifies any such exceptions. This is why it is very important that you pay close attention to coursework deadlines as outlined in the schedule contained herein.

Requirements for exceptions in this course are consistent with the University's policies. For additional information about the University's attendance policies, please consult https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Grading System:

The University's grading system will be strictly enforced for this course. In accordance, a student's overall performance in this course will be graded as follows:

Letter Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
Point Range	93-100	90-92	87-89	84-86	80-83	77-79	74-76	70-73	67-69	64-66	60-63	<60
GPA Points	4.00	3.67	3.33	3.00	2.67	2.33	2.00	1.67	1.33	1.00	0.67	0.00

For additional information about the University's grades and grading policies, please consult https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

Online Course Evaluations:

Students are expected to provide feedback on the quality of instruction in this course based on criteria set forth by the University of Florida and the Department of Tourism, Recreation and Sport Management. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester.

Technology:

Online access is the student's responsibility. Students who have a technological problem (e.g., trouble accessing the course website or GatorLink account) should contact the UF Computing Help Desk (http://helpdesk.ufl.edu/; helpdesk@ufl.edu; (352) 392-HELP) immediately. Any requests for a make-up due to technological issues must be emailed to the instructor within twenty-four hours and must be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported.