HFT 4743 TOURISM AND HOSPITALITY MARKETING
SPRING 2022

Department of Tourism, Hospitality and Event Management
College of Health & Human Performance; University of Florida

INSTRUCTOR
Svetlana Stepchenkova, Ph.D.
Associate Professor
Department of THEM
College of HHP
University of Florida
Rm. FLG 186C; 352.294.1652
svetlana.step@ufl.edu

DEPARTMENT CHAIR
Rachel Fu, Ph.D.
Professor
Department of THEM
College of HHP
University of Florida
Rm. FLG 242
racheljuichifu@ufl.edu

COURSE HOURS AND LOCATION
FLG 0260 Tuesday @ 8:30 am - 9:20 am
FLG 0280 Thursday @ 8:30 am - 10:25 am
OFFICE HOURS: Thursday @ 1-3 pm
Zoom link: https://ufl.zoom.us/j/94185364982

TEACHING ASSISTANT
Hyejin Park, Doctoral Candidate
hj2201@ufl.edu

COMMUNICATION WITH INSTRUCTOR AND TEACHING ASSISTANT

IMPORTANT: Via Canvas mail. Your message will be immediately forwarded to the instructor's/TA's UF e-mail box. Using personal e-mail creates issues with keeping the course records straight. Use Canvas mail for personal questions related to the course content, grades, special circumstances, needed accommodations, and similar. Expect a response within 24 hours, not including weekends and holidays. **For technical issues, please see section 6 of this syllabus**.

1. COURSE DESCRIPTION

This course discusses a wide range of subjects relevant to hospitality and tourism marketing from both the macro (global) and micro (organization) perspectives. It covers all steps of marketing analysis and key marketing principles, practices, and strategies as applied to the hospitality and tourism industry. It provides knowledge to develop tourism and hospitality brands and make decisions to manage and solve marketing problems.

PREREQUISITES: LEI 3301 and MAR 3023

2. COURSE OBJECTIVES

By the end of this course, students will be able to:

- Identify unique marketing challenges due to the nature of the tourism and hospitality industry and its diverse products, as well as the challenges posed by the environmental factors.
- Identify consumer characteristics and behavior in tourism and hospitality consumption for segmentation and targeted marketing.
- Learn how to develop and manage tourism and hospitality products for diverse consumers.
- Explain branding and image development as a competitive strategy.
- Distinguish among various pricing strategies used for effective management of products.

- Describe promotional strategies and the role of integrated marketing communications for effective branding.
- Identify the critical components in the tourism and hospitality supply chain and dynamics in establishing the value chain for consumer satisfaction and loyalty.
- Develop and practice skills for marketing research.
- Apply theoretical knowledge to branding and marketing of hospitality products and organizations.
- Display analytical and critical thinking as well as creative marketing solutions relevant to tourism and hospitality management.

TEXTBOOKS AND MATERIALS

Required Textbook: Kotler, P., Bowen, J.T., Makens, J.C. & Baloglu, S. (2019). Marketing for Hospitality and Tourism. (7th Edition) Pearson.

A digital copy of the textbook can also be purchased through Pearson's Publishers and integrated into the Canvas course website.

3. COURSE FORMAT and DELIVERY

This course has a traditional, face-to-face format. There will be no zoom back-up unless officially required by the university, but ppts of class lectures will be provided. The course includes lectures, talks from guest speakers, student presentations, and individual and group activities. Attendance and active participation are essential to the nature of this course. Participation in class is encouraged to facilitate acquisition of ideas and concepts.

Please follow closely the course calendar regarding meeting times, see section 9. Throughout the semester, the class meets 13 times, on Thursdays 8:30-10:25 am. On Tuesdays, class time 8:30-9:20 am is devoted to quizzes and discovery learning that students do individually from home or campus library and submit via Canvas website.

4. ATTENDANCE AND PARTICIPATION

This course is a traditional classroom (face-to-face format). There are 13 2-period meeting times during the semester. Attendance is expected of students enrolled in this course and will be taken. Your attendance and participation count for 15% of your course grade. One absence, including the one during Week 1, is allowed. Five absences (including the one allowed) result in no points for attendance and participation.

Student athletes and those traveling on university business will not have attendance points taken for missed class time. Reasonable deadline extensions will also be provided. Note, however, that ample time is given to complete DLE assignments, so asking for an extension due to travel might not be considered reasonable by the instructor. Official documents excusing students from class must be sent to the instructor by respective authorities. Absences of student athletes beyond those excused reduce their attendance and participation score.

IMPORTANT: *A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. If you have an illness, family emergency or death, please contact the Dean of Students Office (www.dso.ufl.edu) and follow the DSO Care Team procedures for documentation and submission of a request for make-up assignment*

(https://care.dso.ufl.edu/instructor-notifications/). The DSO will contact the instructor. Do not provide any documentation to the instructor regarding illness or family emergency. This is your personal and protected information. The DSO is qualified to receive and verify the documents you provide. The instructor will follow the recommendations from the DSO.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/

5. EVALUATION

- Quizzes: 15%
- Discovery Learning Exercises: 10%
- Two exams: 40%
- Group presentation in class – 20%
- Attendance and participation: 15%

TOTAL 100%

Grading Scale:

A- = 90-92.99%	A = 93-100%		
B- = 80-82.99%	B = 83-86.99%	B+ = 87-89.99%	
C- = 70-72.99%	C = 73-76.99%	C+ = 77-79.99%	
D- = 60-62.99%	D = 63-66.99%	D+ = 67-69.99%	E = 59.99% or lower

Assignment grades will be posted on Canvas within 2 weeks after the assignment is submitted. If you noticed a scoring error, notify the instructor within one week that a scoring error is made. Students will be able to monitor their overall course grade through the semester. No issues regarding scoring will be reviewed after the official "end of the semester" date. **The final course grade will not be rounded. More information can be found here:** https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

6. ASSIGNMENTS and SUBMISSION POLICY

Follow closely the course logistics with respect to the submission of your work. Become familiar with the deadlines for each assignment. **Once assignment is missed, the points cannot be recovered**, unless your situation is subject to policies described in section 4 Attendance and Participation. The lowest score in the Quiz and DLE assignment groups is dropped (that is, two scores in total); therefore, your overall grade will not be affected by missing one deadline in each of these assignment groups. **All emergencies or special circumstances** (e.g., religious observances or important family events) **that prevent you from submitting on time have been cared for by this policy**; therefore, there is no need to negotiate with the instructor.

Allow for technical difficulties while submitting the assignment and do not wait until the last minute. Any requests for make-ups due to technical issues **MUST be accompanied by the ticket number**

received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST message your instructor within 24 hours of the technical difficulty if you wish to request a make-up. **UF Computing Help Desk: https://helpdesk.ufl.edu/**

QUIZZES and DISCOVERY LEARNING EXERCISES (DLE)

Students take quizzes from home or any place on campus. The purpose of the quizzes is to make sure that students are well familiar with the topical material and to prepare them for Exams 1 and 2. If during quiz-taking a student finds that s/he missed a particular question, they are encouraged to open the textbook and find the answer to the question. However, it is not advisable to consult the book for each question as it takes from your time and, more importantly, does not allow you to identify areas which need attention when preparing for the exams. The best strategy is to study prior to a quiz and then answer as many questions as possible without help of the book. And only then consult the book to review again the questions you are not sure about. You are given one attempt for each quiz. **The lowest quiz score is dropped from calculation of the course grade**.

DLE is an assignment where you need to submit a short essay (300-500 words, no more than 1 page) on a given topic. **The lowest DLE score is dropped from calculation of the course grade.**

Grading expectations for DLE (100 points):

- **90-100: EXCELLENT.** Excellent, scholarly, and advanced college-level work. Original, insightful ideas, in-depth discussion. Well organized and structured. Very good grammar, careful formatting.
- **80-90: GOOD.** Good college-level work that exceeds requirements. Original, well organized. Good understanding of the topic is demonstrated. Acceptable grammar. Some areas are noticeably weaker than others.
- **70-80: SATISFACTORY.** Average work. Assignment is not thought through and/or presentation is not cohesive. Improvement is needed on depth, originality of thought, structure, and presentation.
- **60-70: MARGINAL.** Below-average work. Substantial improvements are needed in the areas of content, reasoning, and delivery, as well as grammar and formatting.
- **0-60: FAILURE.** Assignment is not submitted or incomplete.

EXAMS

Exams 1 and 2 are conducted under Honorlock. Students take Exams 1 and 2 from home or any place on campus. The Honorlock settings will be published several weeks prior to Exam 1. Take a practice exam prior to Exam 1 to make sure your system complies with Honorlock settings, and that you are familiar with test-taking requirements.

GROUP PRESENTATION

Group presentations are meant to enrich class content and provide an opportunity for students to conduct research on a given topic and demonstrate their creativity and originality of thinking. Students will be assigned into groups of 2-3 people to research a topic of their choice within a specific topical area. Each group will prepare a 25-minute presentation including time for Q&A. Groups are formed in the first two weeks of the course and details of the assignment, together with the presentation dates are published in the Group Presentation assignment area of Canvas.

Grading expectations for group presentations (100 points):

- **CONTENT:** Clear, concise, and well-structured material. In-depth investigation supported by statistics and relevant examples. Illustrative visuals (e.g., graphs and charts) of the trend or problem. Logical flow and cohesiveness of the analysis. Remember that you cannot include everything in your presentation, so be selective and aim for maximum impact.
- **DELIVERY:** Own your presentation – do not read from the screen or cards! Be prepared to competently handle questions from the instructor and the audience.
- **ORIGINALITY, CREATIVITY, and INTERACTIVITY:** Presentation of the material generates interest from the audience. You may communicate with the audience by asking questions or making quick quizzes. Remember, it should add to your delivery, not take from it, so plan this part carefully! For example, if several groups have already used Kahoot! quizzes, it is not original anymore.
- **OVERALL IMPRESSION:** Quality of slides, time management, and appearance (business suites are not required).

7. CLASS POLICIES

Get to class on time to avoid disruptions. Turn off cell phones. Computers are allowed as a learning tool – to follow the lecture or take notes. Please refrain from using the Internet, checking e-mails, and other activities unless they are directly related to the course.

Be punctual with regards to class attendance and due dates. Be prepared to participate in class. Students are required to read all assigned materials prior to class. Be courteous and respectful to your peers, guest speakers, and the instructor.

You can bring bottled water or coffee in spill-proof cups to class. **Please refrain from eating in class**.

SPECIAL ACCOMMODATIONS

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, https://disability.ufl.edu/) by providing appropriate documentation. Once registered, students will receive an accommodation letter. The same letter is usually forwarded to the instructor by the DRC office. **IMPORTANT: Students must contact the instructor to activate course adjustments based on DRC letter.** Students with disabilities should follow this procedure as early as possible in the semester.

8. UF POLICIES

ACADEMIC HONESTY

The plagiarism and other violations of the academic honesty will be punished with 0% grade for the assignment; the offender will be reported to the head of department and/or graduate school for possible actions. The UF defines plagiarism in the following way (https://flexible.dce.ufl.edu/media/flexibledceufledu/documents/uf_policy_student_conduct.pdf): *"Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:*

> *1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.*

2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

Further, each student is expected to abide by the Honor Code: "UF 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 (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class."

Please refer to the abovementioned Honor Code for a complete explanation of the University of Florida Academic Honesty Policy.

9. COURSE CALENDAR

Changes to the course calendar are possible and are announced in writing. It is responsibility of a student to keep up with announcements for the course.

W	Tuesday: Assignment due		Thursday: Topics
1	4-Jan	No class	Syllabus. Intro to H&T marketing. Ch 1
2	11-Jan	Q1	Service characteristics of H&T marketing. Ch 2 The role of marketing in strategic planning. Ch 3
3	18-Jan	DLE1	The Marketing Environment. Ch 4
4	25-Jan	Q2	Managing Customer Information. Ch 5
5	1-Feb	Q3	Consumer markets and consumer buying behavior. Ch 6
6	8-Feb	DLE2	Segmentation, Targeting, and Positioning. Ch 8
7	15-Feb	Q4	**February 17: Exam 1**
8	22-Feb	DLE3	Managing Products and Brands. Ch 9
9	1-Mar	Q5	Internal Marketing. Ch 10
10	**SPRING BREAK**		
11	15-Mar	DLE4	Pricing. Ch 11
12	22-Mar	Q6	Distribution Channels. Ch 12
13	29-Mar	DLE5	Advertising and Promotion. Ch 13, 14
14	5-Apr	Q7	Professional Sales. Ch 15
15	12-Apr	DLE 6	Direct, Online, Social Media, and Mobile Marketing. Ch 16
16	**April 19: Exam 2***		No class

The alternative date and time for Exam 2 is **April 25 10 am-noon**, as determined by the UF Registrar's office. Let the instructor know before April 5, 2022, if you want the alternative date.

10. CAMPUS RESOURCES

Health and Wellness

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

- Counseling and Wellness Center: https://counseling.ufl.edu/, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS)
- Student Health Care Center, 392-1161.
- University Police Department, 392-1111 (or 9-1-1 for emergencies). http://www.police.ufl.edu/ .

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu . https://lss.at.ufl.edu/help.shtml .
- Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. http://www.crc.ufl.edu/
- Library Support https://www.ufl.edu/academics/libraries/ . Various ways to receive assistance with respect to using the libraries or finding resources.
- Information on current UF grading policies for assigning grade points: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx .
- Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at https://evaluations.ufl.edu . Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results/ .