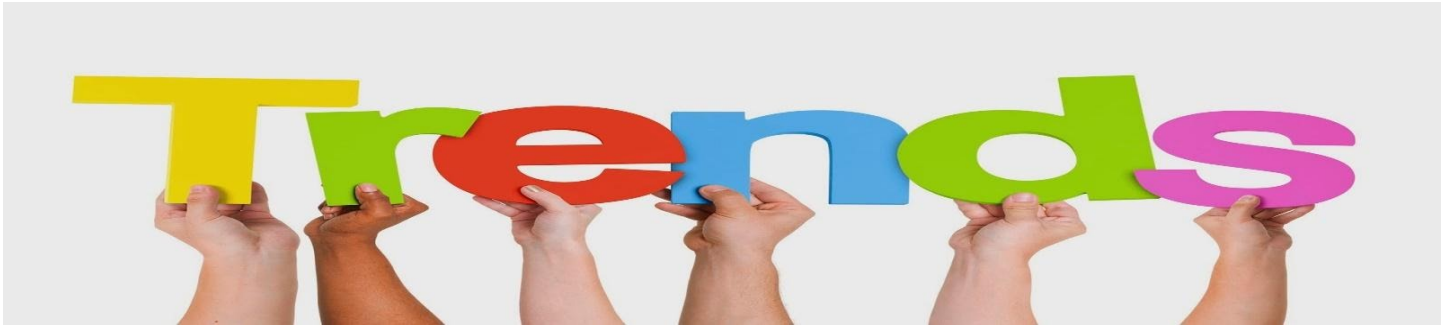

TRENDS IN HOSPITALITY & TOURISM MANAGEMENT

LEI 5188

Department of Tourism, Recreation and Sport Management

College of Health and Human Performance

Instructor: Gary Deel, PhD, JD

Office: Virtual

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Phone Number: (845) 220-8284

Office Hours: By appointment

COURSE DESCRIPTION

This class will introduce students to some of the issues and trends pertinent to the field of hospitality and tourism studies. Materials will be drawn from relevant theories, empirical research, and contemporary articles on a range of issues.

STUDENT LEARNING OUTCOMES

1. Develop critical and analytical thinking among students pertaining to trends in the hospitality and tourism industries.
2. Analyze hospitality and tourism market dynamics, including geographic, demographic, and psychographic changes, geopolitical forces, technological shifts, legal developments, and social and environmental pressures.
3. Assess trends in hospitality and tourism business management, including marketing, data mining, corporate strategy, and safety and security.
4. Conduct a PESTLE analysis of real-world hospitality and tourism trends.
5. Synthesize recommendations for investment based market analysis and well-reasoned predictions.

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:

Walker, G. J., Scott, D., & Stodolska, M. (2016). *Leisure matters: The state and future of leisure studies.* Venture Publishing, Pennsylvania.

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	4 points each *14 = 56 points.	56%
PESTEL Analysis Report (Week 8)	22	22%
Investment Strategy Report (Week 16)	22	22%
Total	100	100%

Assessment Overview:

*Discussion Board Posts (4 points each * 14 = 56 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 **400** words in length.
- Four (4) 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.	2 pts
Peer Response 1 Substance and length requirement.	.5 pts

Peer Response 2 Substance and length requirement.	.5 pts
Peer Response 3 Substance and length requirement.	.5 pts
Peer Response 4 Substance and length requirement.	.5 pts

PESTEL Analysis Report

You will apply the concepts in this course to conduct an analysis of the external environment for an organization. Specifically, each student **must select one hospitality sub-industry** and apply the PESTEL (political, economic, social, technological, environmental, and legal) framework to identify relevant forces based on the environmental analysis.

Sub-industries may include, but are not limited to: airlines, cruise lines, hotels and resorts, restaurants, theme parks and attractions, food and beverage, meetings and events venues, and others. If you're not sure if a sub-industry qualifies, email me to discuss.

You will produce a business report that demonstrates your understanding of environmental analysis. Your report should be **at least 2,400 words in length** and should address **each of the six PESTEL categories with roughly 400 words** of discussion. Reports should include a title page, a brief introduction, the discussion of all six PESTEL categories, a brief conclusion, and a references page with **at least 6 credible sources cited** (at least one source for each of the six PESTEL categories), properly cited in APA format.

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 environmental 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 PESTEL Analysis Report is as follows:

Substance and Content Addresses all components of the assignment	10 pts

with complete answers and discussion.	
Sources Uses required number of credible sources.	4 pts
APA Source Formatting References and in-text citations are in proper APA format.	4 pts
Grammar Writing is grammatically correct, and free of spelling and syntax errors.	4 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/	--%

Investment Strategy Report

Imagine that you are given one million dollars, and you are asked to invest it in the stock market. Using your results from the PESTEL Analysis Report earlier in the semester, identify:

- Two (2) companies from the sub-industry you chose that you **WOULD** invest in, based on the result of your PESTEL analysis.
- Two (2) companies from the sub-industry you chose that you **WOULD NOT** invest in, based on the result of your PESTEL analysis.

Again, your response should be based on your PESTEL results. So in other words, you should be aiming to invest in companies that are responding well to the forces of change in their external environment, and passing on companies that are not.

As an example, if technology is a really important dynamic for your sub-industry, then you would naturally want to invest in companies that are adapting and leveraging technology to their advantage, while avoiding companies that are not staying ahead of the technology curve.

The two companies you choose to invest in should be for different reasons (so that you are not repeating discussion). So for example, if the first company you choose is because of their technological advantages, the second company you choose should be for a different reason/PESTEL factor. Similarly, the two companies you choose NOT to invest in should be for different reasons as well.

Your report should be **at least 2,400 words in length** and you should support your decisions with thorough discussion (**roughly 600 words for each company**). Reports should include a title page, a brief introduction, the discussion of all six PESTEL categories, a brief conclusion, and a references page with **at least 4 credible sources cited** (at least one source for each of the four companies you discuss), properly cited in APA format.

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 decisions (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 Investment Strategy Report is as follows:

Substance and Content Addresses all components of the assignment with complete answers and discussion.	10 pts
Sources Uses required number of credible sources.	4 pts
APA Source Formatting References and in-text citations are in proper APA format.	4 pts
Grammar Writing is grammatically correct, and free of spelling and syntax errors.	4 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 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.

COURSE SCHEDULE

Week/Module	Topics	Assessments
1	**Course Introduction** Objectives ● Review course topics and syllabus ● Articulate why and how we analyze trends ● Assess an example trend analysis Readings ● Syllabus ● Pestle Analysis of Travel Industry _ Marketing Dawn.pdf ● Hospitality_Tourism Industry Pestel Analysis.pdf ● SWOT Analysis of a National Tourism Market_ Australia's Example – Skift	**Week 1 Discussion Board** Part A: Introduce yourself to the class. Part B: Read the Australia example analysis, and then answer the following questions. In hospitality and tourism, what kind of data can we collect to detect trends? How much data do we need? How often must we collect it? When can we safely declare that a "trend" has been identified? **Due Sunday, 01/09/22, by 2359 hrs EST**
2	**Geographic Trends** Objectives ● Compare emerging markets ● Classify declining markets ● Synthesize strategies based on market changes Readings ● Emerging Markets Will Drive Business Travel Growth Over Next Decade – Skift ● The Rise of the Emerging Market Traveler – Skift ● Argentine Airport Operator Looks to Emerging Markets in Brazil and India – Skift ● High-End Gaming Is Declining From Las Vegas to Macau – Skift ● Brand USA Is Facing Declining Contributions From Travel Brands This Year – Skift	**Week 2 Discussion Board** Last Names A-M - Defend the argument that the biggest future opportunities lie with markets **outside** the U.S. Last Names N-Z - Defend the argument that the biggest future opportunities lie with markets **within** the U.S. **Due Sunday, 01/16/22, by 2359 hrs EST**
3	**Demographic Trends** Objectives ● Examine generational market trends ● Explain recent changes in family travel ● Summarize the impact of demographic changes on different tourism industries Readings ● Travel Megatrends 2017_ The Fifties Are the New Target Demographic for Travel Brands – Skift ● Shifting Demographics and the Impact on Family Travel – Skift ● Millennials Are More Likely to Use Travel Agents Than Any Other U.S. Demographic – Skift ● Video_ Changing Guest Demographics and the Future of Hotels – Skift	**Week 3 Discussion Board** First Names A-M - Defend the argument that **older generations (50+)** should be the primary target for hospitality and tourism products today. First Names N-Z - Defend the argument that **millennials** should be the primary target for hospitality and tourism products today. **Due Sunday, 01/23/22, by 2359 hrs EST**

	● 4 Key Charts That Show the Rapid Demographic Shifts in Global Tourism – Skift	
4	**Psychographic Trends** Objectives ● Interpret trends in online consumer behavior ● Compare consumer psychology across geographic and demographic lines ● Articulate the importance of psychographic research for tourism companies Readings ● Free Skift Report_ The Psychology of Customer Experience – Skift ● Two Free Skift Reports_ Traveler Psychology and Shopping Cart Abandonment – Skift ● TripAdvisor's Latest Survey Shows Psychology Behind U.S. Travelers – Skift ● The Psychology Behind Room-Block Bookings – Skift ● Guest Behavior Is Key Part of the Lux Hospitality Equation – Skift	**Week 4 Discussion Board** Last Names A-M - Defend the argument that the buying psychology of **men** is more homogeneous when it comes to hospitality and tourism purchases. Last Names N-Z - Defend the argument that the buying psychology of **women** is more homogeneous when it comes to hospitality and tourism purchases. **Due Sunday, 01/30/22, by 2359 hrs EST**
5	**Media and Marketing Trends** Objectives ● Explore changes in marketing mixes driven by technology ● Defend the importance of loyalty promotion in modern marketing strategy ● Discuss the relevance of politics and culture in modern tourism marketing Readings ● Skift Global Forum Video_ Beyond Automation - Understanding AI's True Power in Travel Marketing – Skift ● Executive Q&A_ How Posadas Improved Guest Loyalty Through Major Tech and Marketing Investments – Skift ● Destinations Leverage Tourism Pledges as Marketing Tactic in Age of Overtourism – Skift ● Why Tourism Marketing Is Such a Political Issue in the U.S. – Skift ● Culture Is Central in Puerto Rico's New Marketing Campaign – Skift	**Week 5 Discussion Board** First Names A-M - Defend the argument that social media **holds more opportunity than risk** for hospitality and tourism exposure. First Names N-Z - Defend the argument that social media holds **more risk than opportunity** for hospitality and tourism exposure. **Due Sunday, 02/06/22, by 2359 hrs EST**
6	**Geopolitical Trends** Objectives ● Assess the global geopolitical climate for hospitality and tourism ● Outline the importance of international trade and travel agreements	**Week 6 Discussion Board** Last Names A-M - Defend the argument that geopolitical dynamics will **promote** tourism between countries.

	• Explain the impact of geopolitical tensions on tourism Readings • What the Latest Brexit Agreement Means for Trave…urism – Skift • Hilton CEO Doesn't See Any Negative Impact From… Wars – Skift • Hyatt and Hilton Are Taking Different Branding Approaches Inside China – Skift • Travel to Russia Surges Despite Geopolitical Tension – Skift • Travel Is Now the Geopolitical Center of the World. Deal With It_Skift	Last Names N-Z - Defend the argument that geopolitical dynamics will **inhibit** tourism between countries. **Due Sunday, 02/13/22, by 2359 hrs EST**
7	**Travel Motivation Trends** Objectives • Compare the demand for eco tourism and adventure tourism • Evaluate the popularity of medical tourism and culinary tourism • Assess the future potential for voluntourism Readings • Medical Tourism Is Big Business But Still an Emerging Market – Skift • Costa Rica Matures From Ecotourism Pioneer to Industry Leader – Skift • Inside the Rise of Solo Luxury Adventure Tourism – Skift • Carnival Launches Fathom Brand Devoted to Volunteerism – Skift • The Philippines Aspires to Shift Visitors From Beaches to Culinary Tourism – Skift	**Week 7 Discussion Board** First Names A-M - Defend the argument that the promotion of eco tourism and medical tourism by developing destinations is ethically **defensible**. First Names N-Z - Defend the argument that the promotion of eco tourism and medical tourism by developing destinations is ethically **indefensible**. **Due Sunday, 02/20/22, by 2359 hrs EST**
8	**PESTEL Analysis Report** Objectives • Demonstrate ability to conduct hospitality and tourism trend analysis • Analyze a specific hospitality/tourism sub-industry across the PESTLE dimensions • Practice writing in formal APA research format	**PESTEL Analysis Report** See syllabus description for details. **Due Sunday, 02/27/22, by 2359 hrs EST**
9	**Data Mining Trends** Objectives • Assess the current state of data mining in hospitality and tourism • Explain the importance of data mining for industry competitors • Summarize privacy concerns over data collection Readings	**Week 9 Discussion Board** Last Names A-M - Defend the argument that data mining efforts constitute **reasonable collection and use of consumer information**. Last Names N-Z - Defend the argument that data mining efforts such as Caesar's Total Rewards program constitute **unreasonable invasions of consumer privacy**.

	● Video_ HotelTonight and Kayak's Chief Data Office… Hype – Skift.pdf ● Travel Managers_ Fraud and Data Breaches on the Rise – Skift.pdf ● Data-Mining in Disney's Parks Is Both Profitable ... and Uncontroversial – Skift ● Cathay Pacific Mines Passenger Data to Deliver Premium Service – Skift ● U.S. Customs Isn't Protecting Traveler Data After Electronic Searches – Skift	**Due Sunday, 03/06/22, by 2359 hrs EST**
10	**Corporate Trends** Objectives ● Compare branding and co-branding strategies among different hospitality companies ● Articulate the importance of mergers and acquisitions in the tourism industries ● Analyze different corporate ownership structures and their strengths and weaknesses in today's marketplace. Readings ● Ryanair Ready to Pounce on Opportunities From Pending Airline Mergers – Skift ● Is Accor the Next Starwood_ What's Next for Hotel Mergers – Skift ● Virgin America Branding Disappears From U.S. Skies – Skift ● Radisson Plots Co-Branding Pilot With New Owner Jin Jiang – Skift ● Expedia Group's Conundrum_ Acquisitions or Share Repurchases_ – Skift	**Week 10 Discussion Board** First Names A-M - Defend the argument that mergers and acquisitions are **good** for consumers in the hospitality and tourism market. First Names N-Z - Defend the argument that mergers and acquisitions are **not good** for consumers in the hospitality and tourism market. **Due Sunday, 03/13/22, by 2359 hrs EST**
11	**Technology Trends** Objectives ● Explore how new hospitality technologies are changing the landscape of hospitality and tourism experiences ● Analyze the expected impact of digitization and automation on the job market in hospitality and tourism ● Discuss the impact of emerging technologies on the MICE Industry Readings ● Redefining the Guest Experience with Better Hotel …ology – Skift ● Interview_ Marriott CEO on Politics, Technology an…oyalty – Skift ● Skift Trend Report_ How Technology Enhances the Meeting Attendee Experience – Skift ● How Luxury Hospitality Can Use Technology to Stay Human – Skift	**Week 11 Discussion Board** Last Names A-M - Defend the argument that **technology and automation will drastically reduce the human labor needed** in hospitality and tourism companies over the next 10 years or so. Last Names N-Z - Defend the argument that **human labor will continue at current levels alongside technology and automation** in hospitality and tourism companies over the next 10 years or so. **Due Sunday, 03/20/22, by 2359 hrs EST**

	● How Airlines Can Use Flexible Technology to Differentiate Their Brand – Skift	
12	**Social Responsibility Trends** Objectives ● Analyze the role of hospitality and tourism companies in defending human rights ● Articulate how hospitality and tourism companies can support their communities ● Evaluate how hospitality and tourism companies should balance social responsibility with fiduciary duties to shareholders Readings ● Overtourism and the Struggle for Sustainable Tourism Development – Skift ● Skift Video_ How Meetings Can Give Back to the Community – Skift ● New Skift Report_ Balancing Purpose and Profit in the Travel Industry – Skift ● The Tourism Industry That Wouldn't Stand for Arizona's Anti-Gay Push – Skift ● Los Angeles Hotels Push Back Against Higher Minimum Wage for Employees – Skift	**Week 12 Discussion Board** First Names A-M - Defend the argument that **hospitality and tourism companies have a duty to support and contribute to the communities in which they operate above and beyond simply paying taxes and obeying the law**. First Names N-Z - Defend the argument that **hospitality and tourism companies have no duties to their communities other than to pay taxes and obey the law**. **Due Sunday, 03/27/22, by 2359 hrs EST**
13	**Legal Trends** Objectives ● Discuss how the new AirBnB model is creating legal ambiguity in the hospitality and tourism industry ● Assess the status of legalization for controversial industries including gambling, substance use, and prostitution ● Analyze legal challenges to hotel and resort fee strategies Readings ● Germany's Legalization of Prostitution Brings in the Sex Tourists – Skift ● Airbnb Tells Judge It Didn't Control Illegal NYC Hotels – Skift ● Legal Pot Creates Confusion for Airports and Travelers – Skift ● Japan Legalizes Casino Gambling in a Boon to Resort Developers – Skift ● Marriott Resort Fee Lawsuit Puts New Target on Long-Held Hotel Industry Practice – Skift ● Right to Work Laws - They Aren't Right and They Don't Work	**Week 13 Discussion Board** Last Names A-M - Defend the argument that legalization of marijuana, gambling, and/or prostitution is **good** for the hospitality and tourism industry. Last Names N-Z - Defend the argument that legalization of marijuana, gambling, and/or prostitution is **not good** for the hospitality and tourism industry. **Due Sunday, 04/03/22, by 2359 hrs EST**
14	**Environmental Responsibility Trends** Objectives	**Week 14 Discussion Board** First Names A-M - Defend the argument that **hospitality and tourism companies**

	● Articulate the market impact of environmental consciousness for hospitality and tourism companies. ● Investigate the ways in which different sectors of the hospitality and tourism industry are leveraging environmental awareness. ● Assess the importance of promoting the environmental sustainability of tourism destinations. Readings ● Travelers Are Becoming More Environmentally Aware. Has the Cruise Industry Noticed_ – Skift ● Airlines Roll Out Green Schemes to Boost Environmental Credentials – Skift ● Environmental Sustainability Is the Next Frontier in Luxury Travel – Skift ● Carbon Footprint of Climate Conference Highlights Environmental Impact of Meetings – Skift ● How Carnival Grapples With Cruise Overtourism and Sustainability – Skift	**have no duties to the environment other than to obey environmental laws**. First Names N-Z - Defend the argument that **hospitality and tourism companies have a duty to adopt environmental initiatives such as renewable energy investments, recycling programs, reduced resource consumption, etc.** **Due Sunday, 04/10/22, by 2359 hrs EST**
15	**Safety and Security Trends** Objectives ● Explore the prevalence of digital and cyber-related security threats in hospitality and tourism ● Articulate how terrorism and mass shootings are changing hospitality and tourism security strategies ● Assess responses to biological threats in different hospitality and tourism sectors Readings ● U.S. Hotel Industry Commits to Giving Panic Button…rkers – Skift.pdf ● Hotels Face Increasing Risk of Security Breach by Cyber Hackers – Skift ● 8 Questions About Hotel Safety and Security Raised by the Las Vegas Shooting – Skift ● New Safety Concerns Present Complicated Challenge for Event Organizers – Skift ● Meet the New Norovirus That Has Cruise Lines Worried Sick – Skift	**Week 15 Discussion Board** Last Names A-M - Defend the argument that hospitality and tourism companies **should** be held accountable for preventing major catastrophes such as mass shootings and biological disease outbreaks. Last Names N-Z - Defend the argument that hospitality and tourism companies **should not** be held accountable for preventing major catastrophes such as mass shootings and biological disease outbreaks. **Due Sunday, 04/17/22, by 2359 hrs EST**
16	**Investment Strategy Report** Objectives ● Demonstrate ability to make informed recommendations based on analysis ● Support conclusions with evidence and well-reasoned arguments ● Practice writing in formal APA research format	**Investment Strategy Report** See syllabus description for details. **Due Sunday, 04/24/22, by 2359 hrs EST**