Department of Tourism, Hospitality and Event Management, University of Florida

HFT 4743 - Tourism & Hospitality Marketing (Online)

Instructor:	Giulio Ronzoni	Class Meeting Days	Online
E-Mail:	Giulio.Ronzoni@ufl.edu	& Hours:	Online
Phone:	(407) 443-5994 (for emergency only)	Credit Hours:	3
Office Hours	By appointment (In-person, Zoom, Phone)	Class Location:	Online
Term:	Spring 2023	Class Section:	0034- 21159

Course Description

Topics during the semester are designed to introduce students to the area of hospitality and tourism marketing. Special emphasis is placed on marketing planning and strategic marketing concepts.

Course Overview

This course introduces the main theories and concepts in marketing and how they are applied to consumer and service organizations to create value for various stakeholders. Students will be introduced to the philosophy, function, and process of marketing, and develop the skills required to both communicate marketing problems and solutions, as well as make effective marketing decisions. Topics to be covered will include market planning, market research, consumer behavior, advertising and promotion, branding, marketing strategy, distribution, pricing, product management, and global and sustainable marketing.

Course Goals and Objectives

- Define marketing and outline the steps in the marketing process.
- Explain seven marketing strategies for service businesses.
- Understand the concepts of stakeholders, processes, resources, and organization as they relate to a high-performing business.
- Describe the macro-environmental forces that affect the company's ability to serve its customers.
- Explain the importance of information in gaining insights about the marketplace and customers.
- Explain the buyer decision process and discuss need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior.
- Identify and discuss the importance of the participants in the organizational buying process.
- Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, and positioning.
- Explain how accessibility, atmosphere, customer interaction with the service delivery system, customer interaction with other customers, and customer coproduction are all critical elements to keep in mind when designing a product.
- Explain what a service culture is and why it is important to have a company where everyone is focused on serving the customer.

- Identify and define the external factors affecting pricing decisions, including the effects of the market and demand, competition, and other environmental elements.
- Describe the nature of distribution channels, and tell why marketing intermediaries are used.
- Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix.
- Explain how sales promotion campaigns are developed and implemented.
- Describe the basics of managing the sales force, and explain how to set sales force strategy, how to pick a structure-territorial, product, customer, or complex-and how to ensure that sales force size is appropriate.
- Define direct marketing and discuss its benefits to customers and companies.

Required Text and Material

Kotler, P., Bowen, J. T., Makens, J., & Baloglu, S. (2021). "Marketing for Hospitality and Tourism" (8th Ed). New York, NY: Pearson.
Print ISBN: 978-0-13-520984-4, 0-13-520984-6 ~ eText ISBN: 9780135210093, 0135210097.

Supplementary (Optional) Textbook and Material

Kotler & Keller (2015). "A Framework for Marketing Management" (6th ed.). New York, NY: Pearson.
ISBN 10: 0-13-387131-2 ~ ISBN 13: 978-0-13-387131-9.

Basis for Final Grade

Assignment	Value	Percentage
Attendance / Participation	50	10%
Self-Reflections	50	10%
Strategic Marketing Plan Paper	100	20%
Strategic Marketing Plan Presentation	50	
Quizzes (5x20 points)	100	15%
Exam 1	150	45%
Final Exam	250	
Total	**750**	**100%**

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	Above 95%	B-	80.0%-83.9%	D+	67.0%-69.9%
A-	90%-94.9%	C+	77.0%-79.9%	D	64.0%-66.9%
B+	87.0%-89.9%	C	74.0%-76.9%	D-	60.0%-63.9%
B	84.0%-86.9%	C-	70.0%-73.9%	F	< 60.0%

Professional Courtesy
It is the expectation that all individuals will treat every other individual with respect and dignity, which includes but is not limited to:

- Timely attendance, unobtrusive entry or exit from a class that is in session
- No open computers, tablets, iPads, etc. unless specifically approved by the instructor
- Cell phone ringers off and cell phones put away
- Body language that demonstrates a state of conscious awareness, no sleeping
- Attention directed at the designated speaker, eyes open, and standard hygienic practices required for acceptable assimilation into a crowded room

Late Work
There are no make-ups for any assignments including, but not necessarily limited to writing, quizzes, any and all exams, and any and all myhospitalitylab.com associated work, assignments, and quizzes. Essays will not be accepted if submitted after the due date.

Make-Up Policy
Make-up exams or projects are only allowed with a medical certificate (illness or injury), or a letter from a university office (i.e., representing the university at a sporting event, conference, or similar event). Please contact the Professor to arrange a time. Note: the exam could be slightly modified in the event of a make-up.

Academic Integrity
The integrity of a university depends upon academic honesty, which consists of independent learning and research. Academic dishonesty includes cheating and plagiarism. Cheating includes, but is not limited to, giving unauthorized help during an exam, obtaining unauthorized information about an exam before it is administered, using inappropriate sources of information during an exam, altering the record of any grade, altering an answer after an exam has been submitted, falsifying any official University record, and misrepresenting the facts in order to obtain exemptions from course requirements. The minimum penalty for cheating is an F for the course.
Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php. 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.*"
Your quizzes and exams might be proctored by Honorlock.

Attendance Policy
Excused absences will only be allowed for certain reasons:

a) Medical reasons (with a medical note—only state the dates of excuse and not the cause for privacy reasons)
b) Mental health reason (with medical note only stating the dates of excuse and not the cause for privacy reasons)

c) Representing the university at an outside event (i.e., athletes with an appropriate excuse)
d) Student Organization outside event (such as a conference in another city – with advisor note)
e) Court-mandated appearance (with appropriate documentation)
f) Death of a close relative (i.e., father, mother, siblings, aunt, uncle, grandparents – with documentation)
g) Religious holiday (students may choose only one religious' affiliation)
h) Others at the Professor's discretion

Excuses will **not** be allowed for the following:

a) Car troubles and repairs
b) Work, Training
c) Internship
d) Leisure travel
e) Family reunion
f) Anything not included in items a-e in the excused absence section will not be excused

Absences	Penalty
4 or less	Proportional point deduction from the attendance grade
5-6	Deduction from attendance grade + 1 letter grade deduction from the total class grade (i.e., if you had an 'A' you will get a 'B')
7-10	Deduction from attendance grade + 2 letter grade deduction from the total class grade (i.e., if you had an 'A', you will get a 'C')
10 or more	Failure of the entire class (F)

Professionalism Policy

Per university policy and classroom etiquette, mobile phones, iPods, etc., must be silenced during all classroom and lab lectures. Those not heeding this rule will be asked to leave the classroom/lab immediately so as to not disrupt the learning environment. Please arrive on time for all class meetings. Students who habitually disturb the class by talking, arriving late, etc., and have been warned, may suffer a reduction in their final class grade.

Recording

No person shall, without the prior written consent of all persons present, transfer or cause to be transferred any sounds or images recorded on a phonograph record, disc, wire, tape, film, videocassette, digital media, or other article or medium now known or later developed on which sounds or images are recorded. Violations of this policy shall result in a failing grade for this course; further, civil and criminal penalties may result.

Services to Students with Disabilities

Support services for students with disabilities are coordinated by the Disability Resource Center in the Dean of Students Office. Students requesting accommodations should first register with

the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Notice of Copyright for Course Syllabus and Lectures

During this course, students are prohibited from selling notes to, or being paid for taking notes by, any person or firm without the express written permission of the instructor. The University requires all members of the University community to familiarize themselves with and follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability as well as disciplinary action under University policies.

Available Resources for Students

- Online Computing Help Desk & e-Learning Support Services: https://helpdesk.ufl.edu.
- Office of Academic Support can be found at https://oas.aa.ufl.edu/.
- UF Tutoring offers various forms of academic support to help students succeed in their studies. All tutoring services are free to UF students. https://teachingcenter.ufl.edu/tutoring/
- Writing Studio: The Writing Studio is committed to helping UF students meet their academic and professional goals by becoming better writers. https://writing.ufl.edu/writing-studio/.
- U Matter We Care: This initiative aims to assist the community with care-related resources that focus on health, safety, and holistic well-being. https://umatter.ufl.edu/.
- If you are having difficulties with the course material, please email the Professor and/or visit the Health and Human Performance Subject Guide at the UF Library: http://www.uflib.ufl.edu/cm/hhp/hhp.html. Or contact the sport, tourism, and recreation subject librarian: http://apps.uflib.ufl.edu/staffdir/SubjectsSpecialist.aspx.
- Counseling and Wellness Center: Phone 352-392-1575, website http://www.counseling.ufl.edu/cwc/Default.aspx.

Flexibility and Responsibility

Any portion of this syllabus may be changed at the instructor's discretion. It is the student's responsibility to become aware of changes to the syllabus by reading the instructor's electronic communications.