

STUDENT WARNING: This course syllabus is from a previous semester archive and serves only as a preparatory reference. Please use this syllabus as a reference only until the professor opens the classroom and you have access to the updated course syllabus. Please do NOT purchase any books or start any work based on this syllabus; this syllabus may NOT be the one that your individual instructor uses for a course that has not yet started. If you need to verify course textbooks, please refer to the online course description through your student portal. This syllabus is proprietary material of APUS.

American Public University System

The Ultimate Advantage is an Educated Mind

<p>School of Business HOSP221 Hospitality Marketing 3 Credit Hours 8 Weeks Prerequisite(s) HOSP100</p>
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Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

An introduction to the marketing of hotels, restaurants and clubs. Information on market segmentation, marketing research, public relations, promotions, packaging, pricing strategies and the future of hospitality marketing.

Course Scope

During this eight week course students will learn the different market segments and how to influence their buying habits through a variety of marketing techniques. Students will learn to organize a comprehensive marketing strategy for a hospitality operation including the key components of a marketing plan to include; situation analysis, competitive set analysis, target markets, sales action plan, advertising strategies, web and e-marketing strategies, public relations, and collateral. We will determine consumer reactions and buying habits for the different hospitality organizations. Through discussion and research we will explore different methods to monitor the success of an overall marketing strategy as well as individual components of the plan.

Course Materials

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Required Course Textbook:

HOSP221	Nykiel, Ronald A.	Marketing in the Hospitality Industry (5 th ed.)	American Hotel & Lodging Educational Institute	978-0-86612-355-6
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This course uses an electronic textbook, access information is in the classroom

Required Readings – As assigned, see Weekly Lessons and Forum Postings

Additional Resources and Websites – See Weekly Lessons

Course Objectives

Upon successful completion of this course, you will be able to:

1. Evaluate the Hospitality industry, market segmentation and determine market positioning
2. Apply key marketing methodologies as they relate to sales, customer service, advertising and public relations
3. Identify and explain the marketing methodologies related to packaging, collateral material and promotional support.
4. Effectively utilize technology to address consumer needs as they relate to electronic marketing
5. Apply pricing strategies and rates to maximize revenues
6. Develop marketing plans and budgets to maximize limited resources
7. Assess the legal environment as it relates to marketing, research and operations
8. Identify how the historical forces have shaped marketing in the modern hospitality industry

8 – Week Course Outline

Week	Topic(s)	Learning Objective(s)	Reading(s)	Assignment(s)
1	Understanding the Hospitality Industry Market Segmentation	LO 1, 8	Chapters 1 – 4 Classroom Lessons	FORUM: 1 Assignment 1 Quiz 1

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	Positioning & Consumer Preferences Channels of Distribution			
2	Consumers and Marketing in Perspective Marketing Research Sales	LO 2, 8	Chapters 5 - 7 Classroom Lessons	FORUM: 2 Assignment 2 Quiz 2
3	Customer Service Advertising Public Relations	LO 3, 8	Chapters 8 - 10 Classroom Lessons	FORUM: 3 Assignment 3 Quiz 3
4	Promotions Packaging Collateral Materials and Promotional Support	LO 3,8	Chapters 11 – 13 Classroom Lessons	FORUM: 4 Assignment 4 Quiz 4
5	Technology and Marketing in Perspective Database Marketing Electronic Marketing	LO 4, 8	Chapters 14 - 16 Classroom Lessons	FORUM: 5 Assignment 5 Quiz 5
6	Understanding Rates and Fares Pricing Strategies Revenue Maximization	LO 5, 8	Chapters 17 - 19 Classroom Lessons	FORUM: 6 Quiz 6
7	Practical Ways to Maximize Marketing The Marketing Budget The Hotel/Unit Marketing Plan The Corporate/Multi-Unit Marketing Plan	LO 6, 8	Chapters 20 - 23 Classroom Lessons	FORUM: 7 Assignment 7 Quiz 7
8	Marketing and the Law Marketing, Research and Operations The New Paradigm	LO 7, 8	Chapters 24 - 26 Classroom Lessons	FORUM: 8 Assignment 8 (final project) Quiz 8

Evaluation Procedures

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Reading Assignments: The textbook and additional journals as assigned in the lessons

Forum Assignments:

Detailed forum expectations and grading rubrics are posted in the forums and in the classroom lessons.

Homework Assignments and Final Project:

There are assignments due throughout the course, and a final project due at the end of the course. Specific details for each assignment can be found in the Assignments section of your online classroom.

Quizzes

Online quizzes may be comprised of multiple choice, short answer and true/false questions.

Core Components	% Points
Forum Posts #1-8	28
Assignments/Case Study/Projects (7)	28
Quizzes	24
Final Project	20
Total	100

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Policies & Guidelines

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Please see the [Student Handbook](#) to reference all University policies. Quick links to frequently asked question about policies are listed below.

[Drop/Withdrawal Policy](#)

[Plagiarism Policy](#)

[Extension Process and Policy](#)

[Disability Accommodations](#)

Grading Scale

Please see the [Student Handbook](#) to reference the University's [grading scale](#).

Citation and Reference Style

Attention Please: Students will follow the APA Format as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the APA Format.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and “flaming.” Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper “Netiquette” must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add “emoticons” to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

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Academic Services

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to librarian@apus.edu.

- **Charles Town Library and Inter Library Loan:** The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.
- **Electronic Books:** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- **Electronic Journals:** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- **Tutor.com:** AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](http://tutor.com) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.
- **Disability Accommodations:** Students are encouraged email dsa@apus.edu to discuss potential academic accommodations and begin the review process.

Request a Library Guide for your course (<http://apus.libguides.com/index.php>)

The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

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Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze a paper and report instances of potential plagiarism for the student to edit before submitting it for a grade. In some cases professors may require students to use Turnitin.com. This is automatically processed through the Assignments area of the course.