American Public University System

The Ultimate Advantage is an Educated Mind

School of Business
HOSP321
Marketing and the Hospitality Industry
3 Credit Hours
8 Weeks
Prerequisites: HOSP100

Please see the **Lessons** area in the classroom for additional course specific information

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Course Description (Catalog)

A comprehensive review of marketing in the hospitality industry; restaurants, hotels, planned play, theme parks and convention centers, based upon customer satisfaction and the customer's perspective. Students will identify best practices in marketing, analyze the market, and assess consumer behavior, offerings, price, and promotion strategies.

Course Scope

This course is divided into 8 weeks and is organized to give students a broad overview of the different and important aspects of the multifaceted job of marketing in the hospitality industry. Instruction is primarily text-book driven with accompanied online lectures and online classroom weekly discussion. Because it is a survey course of a broad subject, it will out of necessity; cover each topic with a broad brush. However, the reference area and online conference room will allow a deeper look into any subject area that particularly attracts the student. The student will learn how to use the Internet to research topics related to the material discussed and covered in the textbook.

Course Materials

HOSP321	Philip Kotler, John T. Bowen, James C. Makens	Marketing for Hospitality & Tourism, 6th Ed.	Prentice Hall	978-0-13-278402-3

Course Objectives

After successfully completing this course, you will be able to:

1. Explain how changes in the demographic and economic environments affect marketing
2. Interpret whether a company utilizes product-oriented or customer-oriented marketing
3. Analyze the effectiveness of the market segmentation strategy of a company
4. Describe how a service culture can be created within a business
5. Evaluate internal marketing concepts that support overall marketing strategy
6. Prepare a marketing plan for a service industry

The VitalSource e-book is provided via the APUS Bookstore.

Please visit http://apus.libguides.com/bookstore for more information.

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

Additional Resources and Websites – See Weekly Lessons

8 Week Course Outline

Week	Topic	Learning Objectives	Readings	Assignment
1	Introduction: Marketing for Hospitality and Tourism Service Characteristics of Hospitality & Tourism Mktg The Role of Marketing in Strategic Planning	1, 2	Text: Chapters 1—3	Forum #1 Quiz Week 1
2	The Marketing Environment Mktg Information Systems and Marketing Research Consumer Markets and Consumer Buying Behavior	3	Text: Chapters 4—6	Forum #2 Assignment Wk 2
3	Organizational Buyer Behavior and Group Market Market Segmentation, Targeting, and Positioning	3, 4	Text: Chapters 7-8	Forum #3 Quiz Week 3
4	Designing and Managing Products	1—4	Text: Chapter 9	Forum #4 Assignment Wk 4
5	Internal Marketing	5, 6	Text: Chapters	Forum #5

	Pricing Products: Considerations & Strategy Distribution Channels		10—12	Quiz Week 5
6	Promoting Products: Communication and Promotion Policy and Advertising Promoting Products: PR and Sales Promotion Professional Sales	6, 7	Text: Chapters 13—15	Forum #6 Assignment Wk 6
7	Direct and Online Marketing: Building Customer Relationship Destination Marketing	7,8	Text: Chapters 16-17	Forum #7 Quiz Week 7
8	Next Year's Marketing Plan	5-8	Text: Chapter 18	Forum #8 Final Project Wk 8

Evaluation Procedures

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	**30**
Assignments (3)	**30**
Quizzes	**25**
Final Project	**15**
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

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.

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 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.

Turnitin.com

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.