

HTMT 350 – Spring 2021
Hospitality & Tourism Marketing
Class via Zoom, Online Synchronized
MW 2–3:15pm

Instructor: Dr. Stephen W. Litvin
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Consultation hours:

| | |
|-----------|-----------------|
| Monday | 3:30pm – 5:00pm |
| Wednesday | 3:30pm – 5:00pm |
| Thursday | 2:00pm – 4:00pm |

I will rarely be on campus this semester due to COVID-19 but will be happy to have Zoom meetings at the above scheduled office hours, or other times as requested. Please call or email (emails preferred) to schedule a meeting. If you call my office phone, the message you leave will be forwarded to me as an e-mail. Please know you are welcome to call me at home if you need to speak with me immediately or if you will be hard to reach when returning your call.

Course prerequisites: HTMT210; MKTG302/ARTM350; JR standing; or Instructor Permission

Course description: This course examines how leading hospitality and tourism enterprises apply marketing principles to create and retain customers. Special attention is given to the timing, packaging, pricing, channels of distribution, advertising and personal selling functions of destination-marketing organizations and convention and meeting facilities (from catalogue).

Learning methods: Students will be expected to be active participants in their learning. The course will encompass lectures but will rely heavily upon class discussion with a strong emphasis upon the use of case studies. Students will be expected to complete a series of written assignments. There will be a mid-term test and a final examination.

Consistent with the learning objectives of the School of Business and Economics, this course will encourage and enhance the student's:

- **Communication Skills:** Students will write professional documents that are technically correct and concise applying relevant HTM industry specific knowledge.
- **Intellectual Innovation and Creativity:** Through case studies, students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the HTM business environment and apply analytical techniques to formulate solutions utilizing relevant discipline specific knowledge.
- **Ethical Awareness:** Students will recognize and be able to appraise ethical dilemmas involved in HTM business decisions
- **Global Civic Responsibility:** Through case studies, students will be exposed to HTM marketing issues across a range of nations and cultures.
- **Synthesis:** Analysis of case studies will require application of concepts from a broad range of business disciplines, to include accounting, finance and general marketing.
- **Qualitative Fluency:** Assignments throughout the semester will emphasize numerical application of problem-solving techniques.

Required text: *Marketing Leadership in Hospitality*, 4th edition, Shoemaker, Lewis & Yesawich. In addition, various readings and case studies will be provided to support the text. The text has been ordered from the bookstore. In addition, you can find used copies online at a very low price.

College of Charleston Honor Code and Academic Integrity:

Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved.

Incidents where the instructor determines the student’s actions are related more to a misunderstanding will be handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XXF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F is permanent. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.

Students should be aware that unauthorized collaboration--working together without permission--is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor.

Students can find the complete Honor Code and all related processes in the *Student Handbook* at <http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php>.

| Grade Allocation: | | | Grades: | |
|------------------------------|-----|--|----------------|--------|
| Progress test #1 | 25 | | A | 93-100 |
| Final Exam | 35 | | A- | 90-92 |
| Case studies and assignments | 40 | | B+ | 87-89 |
| Total | 100 | | B | 83-86 |
| Optional semester project | 25 | | B- | 80-82 |
| | | | C+ | 77-79 |
| | | | C | 73-76 |
| | | | C- | 70-72 |
| | | | D+ | 67-69 |
| | | | D | 60-66 |

Class attendance and participation: The course has no specified attendance policy. However, attendance at all Zoom sessions is expected and students are responsible for all content and assignments for each class. Class participation is important. You are expected to contribute! The HTM industry requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class. Please attend the sessions and help make the course valuable for yourself and others by being prepared and sharing your insights with the class. **Also note, that at the end of the semester, if you have been a regular and strong contributor, and I can ‘round your grade up’ I will gladly do so. Please give me an excuse to do so!**

Most Zoom sessions will be recorded. By attending and remaining in this class, the student consents to being recorded. Recorded class sessions are for instructional use only and may not be shared with anyone who is not enrolled in the class. If you are unable to attend a class, you may contact me via email to request a link to a video of the missed class session. Though the course does not have a formal attendance policy, I expect you to attend, and therefore will only provide the link for absences for which you have a reasonable (my discretion) excuse. Everybody, however, gets one ‘free’ request without needing to provide an excuse. Requests for the missed class recording must be made on a timely basis. Do not wait until it is time for your next test to request these as your request will not be honored.

The standard weather disclaimer: “If the College of Charleston closes and members of the community are evacuated due to inclement weather, students are responsible for taking course materials with them in order to continue with course assignments consistent with instructions provided by faculty. In cases of extended periods of institution-wide closure where students have relocated, instructors may articulate a plan that allows for supplemental academic engagement despite these circumstances.” As we will be online throughout the semester evacuations should not be an issue, but power and internet outages are certainly possible. We will need to figure this out as we go along but know that both you and I should do everything we can to stick to our scheduled class meetings and assignment deadlines.

Online lecture expectations

This will be a challenging semester, but if we all work well together I am confident we can make it a good learning experience. I expect you to attend all live Zoom classes. Yes, they will be recorded, but this does not excuse you from attending the sessions when presented. **And when you do attend, to receive credit for attendance, you must have your video camera on and be available to participate. Joining the session but not being on camera will not count as having been present.** I expect you to find a quiet place to be able to partake in the class. Let’s all try to have the 50-minute class periods be as close to a regular in-person class as possible. You should be dressed reasonably...and not lying on your bed in your pajamas! You should not be eating breakfast as we meet! You should not be playing with your dog as we meet! All of these happened in the spring and I found they made it difficult to teach and learn. Let’s please try to make the most of the experience. Thank you in advance for your positive, professional and responsible approach to your learning throughout the semester.

A few additional Zoom rules:

- Join the Zoom meeting on time (or even better if a minute or two early).
- Access the Zoom meeting with a computer with both video and audio.
- Stay in one spot during the Zoom meeting. Please no moving around or driving, etc.
- If using a virtual background, ensure that it is professional and not distracting.
- Unless contributing, please stay muted. Put your hand up or use the Zoom “hand up” tool to indicate you would like to participate.

Please find a partner. A good partner is important to keep you current in the event you must miss a class. Plus, some of the assignments will allow you to work in pairs. So look around our Zoom classroom and see if there are fellow students you know or make some new friends!

Other readings, etc.: To support the required reading of the text, which is expected to be completed prior to each class session, additional readings will be assigned during the semester and included on the progress tests. In addition, cases, discussion questions and other exercises will be distributed prior to class sessions. Students are expected to come to class prepared to discuss these.

Case study write-ups and other assignments: During the semester we will be exploring numerous topics through the use of case studies and short assignments. These will require short write-ups on your part that will facilitate class discussion. I expect there will be six to eight of these assigned, but the number is subject to change as the semester progresses. I will always give you a week’s notice to provide ample time to read and analyze the case and prepare your short paper. Assignment papers must be submitted electronically (I suspect via e-mail, though it may be by OAKS Dropbox) before our class begins. Late submissions will be penalized by a grade deduction unless approved.

Semester project: You have the option to complete a semester project. If you submit a project, it will be valued at 25%, with the denominator then used to calculate your semester grade 125%. This is potentially a good extra-credit opportunity for you if you wish to invest time to improve your grade. Details will be provided during the semester.

Course Outline

I expect the course to be presented as follows. Please expect additional outside readings to be assigned as the semester progresses. Case studies will be provided a week prior to their due date.

| | Chapters in text / date: |
|---|---------------------------|
| Course introduction | Intro, 1, 5, 4 |
| Marketing services | 2, 3 |
| Understanding competition | 10 |
| Servicescape, Reading, Zeithaml & Bitner | Assigned reading |
| Understanding individual customers, HTM consumer behavior | 7 |
| Progress Test #1 | February 24 |
| Hospitality pricing | 14 |
| Differentiation, segmentation, positioning, branding for HTM | 10, 12, 13 |
| “Why Destination Areas Rise and Fall in Popularity”, Plog, S. (2001), <i>Cornell Hotel and Restaurant Quarterly</i> , Vol. 42 (3) | Assigned reading |
| Advertising for HTM services | 15 |
| Travel Intermediaries | 18,19 |
| Optional semester project due | April 19 |
| Final Exam | Wed. April 28, 1PM |

SNAP: If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to discuss this with me at your convenience.