

Course Syllabus for RPTS 331

Fall '14

FOUNDATIONS OF TOURISM

MWF from 9:10-10:00 am

Instructor: Dr. J. Petrick
Classroom: AGLS116
Office: 409-O AGLS
Office Hrs: 8:00-9:00am M,W (or by appointment)

Telephone: Office: 845-8806 Home (before 9 pm): 776-2336
E-mail: Jpetrick@tamu.edu
Homepage: <http://www.tourismdoc.com>
Your page: <http://elearning.tamu.edu>
Facebook: <https://www.facebook.com/groups/694711670597619/>

T.A.: Suiwen "Sharon" Zou
Office: 409-B
Telephone: TBA
E-mail: sharonzou89@gmail.com

COURSE DESCRIPTION:

Application of basic tourism marketing principles and concepts in government, business, and social-cause contexts; situation analysis and operational evaluation; decision making in terms of product, place, price, and channel of distribution mixes for tourism attractions and services.

RECOMMENDED (***NOT REQUIRED***) TEXT:

Kotler, P., Bowen, J.T., & Makens, J.C. (2010). Marketing for Hospitality and Tourism: Fifth Edition, Prentice Hall, Boston, MA.

http://www.amazon.com/Marketing-Hospitality-Tourism-Philip-Kotler/dp/0135045592/ref=sr_1_1?s=books&ie=UTF8&qid=1376933313&sr=1-1

THE QUESTION: What do I need to know about the topic at hand, in order to better understand the Tourism Industry?

As the Instructor of this class, I will make every effort to use this question in guiding each day's class experiences. If you do not feel that we are making connections from class experiences to "real world" applications and needs, please refer the instructor back to THE QUESTION.

The major scheme of the class is as follows:

1. *What is the point?* This is the simplest of the three questions. What is the point of the material? What is the reading, lecture, assignment all about? You will be asked to provide this information every class period.

2. *What is the significance?* You, and I, will be held accountable for determining the point of the materials we are learning. I want you to be able to tell me why we are bothering to study what we are!

3. *What do I do with this?* This gets us to the heart of the material. It lets us explore how to apply the material and use it in our services. If we can't answer this question, we are in trouble.

COURSE OBJECTIVES: (WHAT I EXPECT OF YOU):

By the completion of this semester, each student will have had the opportunities to:

1. Understand and appreciate the marketing process for Hospitality and Tourism entities. .
2. Understand the terminology appropriate to hospitality and tourism marketing.
3. Understand various opportunities and strategies related to developing hospitality and tourism marketing.
4. Understand the external factors which impact hospitality and tourism marketing.
5. Understand how to develop and use the marketing mix for hospitality and tourism entities.
6. Know how to apply the principles of service marketing to hospitality and tourism.
7. Understand how to manage hospitality and tourism marketing.

PROFESSOR'S OBJECTIVES: (WHAT YOU SHOULD EXPECT OF ME):

To assist the learning process by:

1. Making students feel welcome and invited in the classroom,
 2. Using "positive coaching" to promote success in the classroom,
 3. Getting to know the students, and being empathetic to their needs,
 4. Using a sense of humor in the classroom,
 5. Using "student-centered" instruction by finding ways to apply the material learned,
 6. And being enthusiastic about the material being covered.
- ☺ If at any time during the semester you feel that I am not reaching my goals, please do not hesitate to let me know.

FRAMEWORK FOR THE CLASS

In order to better facilitate the learning process, a majority of the class will be taught from the framework that you are an employee of the Gig'em and Whoop Tourism Marketing firm. You (the student) will be relegated the position of employee (as a tourism marketer!) for the duration of the class, and I (the professor) will be relegated the position of manager (this is slightly ironic, since I actually work for you!). As the employee you will be held to certain expectations, and as the manager I will be held to certain expectations. All completed work will be rewarded with J-Bucks (\$).

ATTENDANCE AND PARTICIPATION POLICY:

It is expected that each student (employee) will be present at each class having completed the readings or assignments that prepare one for class discussion. If you do not come or are not prepared, you will not be able to participate effectively and your grade will suffer accordingly.

As an employee of Gig'em And Whoop, you will be given 3 paid sick days a semester. As a good employee, you must e-mail **SHARON BEFORE** the absence in order for it to be paid/excused (in emergencies you may also call). You will also be allowed 3 days of vacation without penalty (vacation, means you do not e-mail prior to the absence). Once your sick days have been used, you must use vacation days for any absence. For each vacation day taken after the third, you will lose \$5.

Any absence from work beyond your 3 sick days or 3 vacation days will result in 5 J-Bucks being docked from your salary. At the end of the semester, you may cash in any remaining vacation days for a bonus of 5 J-Bucks per day.

*If the instructor is late for class, it is expected that you will wait 10 minutes.

CELL PHONES:

Please be considerate of your classmates and turn your cell phones off prior to class. If you have an important reason to leave your phone on during class, please inform me prior to class.

REGULAR ASSIGNMENTS AND CASE STUDIES:

Assignments and case studies are due at the beginning of class on the date listed in the course outline (or your assigned date). Those handed in late will be deducted 10% per day (including weekends) that they are late (the second day late starts at 9:15 am on the following day). All assignments/cases **must be typed, double spaced and include a cover sheet** with your name, the name of the assignment, the class (RPTS 331) and the date (-\$3 per error). You will also be graded on both content and grammar (-\$2 per grammatical error, -\$4 per spelling error). Assignments/cases not stapled or paper clipped will be deducted 10%. All assignments and cases must also include the following statement on a separate sheet, attached to the handed in materials, and signed:

"On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work."

Signature of student

1. Travel News Discussion:

Every Wednesday, the Texas Travel Industry Association (TTIA) publishes a travel news report. The reports can be found by subscribing at:

<http://multibriefs.com/optin.php?ttia> . You will be assigned one week, to post a Facebook discussion related to one of the articles and relate it to our class.

Additional articles may also be included. You will be graded on how well you are able to articulate the essence of the article you discuss.

2. Facebook Page Analysis:

Looking at one large city's use of their Facebook page, over a two week period, you are to thoroughly describe: a) the audience you think is being targeted, b) how they have used the traditional 4 "P's", c) whether or not (and how) the FB page used the 4 additional P's, and d) why you think they are being successful/unsuccessful at reaching/attracting their target audience with their FB page.

3. Performance Evaluation:

After the second exam is graded, you are to evaluate your performance in the class. You will do this by completing an Excel spreadsheet which Dr. J. will provide. Based on your performance, you are to honestly evaluate your perceived performance for the year. For completing this task, I will give you a 5 J-Buck bonus for the class. If you do not complete this task you will lose 5 J-Bucks.

Must be completed before the review for the Final Exam.

CASE PROBLEMS:

Both case reports are to be approached as a professional report to be handed in to your direct Manager/Supervisor. They must be typed (double spaced) and free of grammatical and spelling errors. Cases are due at the beginning of class. For each day they are turned in late, 10% will be deducted. Use headings and subheadings to organize your paper. Listen in class, and appropriate headings will be discussed. Each must include references (with a bibliography and proper citations), and be 3-9 pages, not including a cover sheet or the reference page. All formatting MUST follow the guidelines put forth by APA. Each Case Problem is worth 150 J-Bucks, and must be turned in to www.turnitin.com. If you do not turn in the research paper to this site, no final grade will be assigned. This confirmation page must be submitted along with the case. Thus, go to this site and register as soon as possible.

FIRING/RESIGNING:

No later than 5 days before any of the cases are due, groups may decide to fire any member, or individuals may decide to resign from their group. If you decide to fire a group member, you must place in writing the reason for firing the group member. Your group will then proceed with one less member, and the fired individual will be responsible for completing the case study on their own. If you decide to resign, you must inform the professor why you are leaving the group (in writing) and you will then be responsible for completing the case study by yourself, with slightly different criteria (a little easier).

CASE STUDY GROUPS:

For each of the cases you will work in groups up to 4 persons. Once the case is completed, you will be asked to anonymously evaluate each of your group members. Group members rated higher than the group average, will receive a correspondingly higher grade, while group members who are evaluated below the group average will receive a correspondingly lower grade. You may not work with the same person on more than one case = you MUST find new group members for each of the cases (no exceptions). Information gathered by groups are the property of the entire group, unless the group member is fired (= they can't use the group's information) or resigns (= they keep the information they have gathered). This is important, as the cases build upon each other.

EXAMS:

You will have three opportunities to display the knowledge you have obtained in class through examination. Each exam is worth \$150 and will include both objective (T/F, multiple choice) and open ended (short answer/essay) questions. Exams will cover (but not be limited to) material lectured on, readings from the book, videos and additional readings. If an exam is missed for a university excused reason, you will have 24 hours to schedule a make-up or you will receive a zero for the exam. If you do not have a university excused reason for missing the exam, you will not be allowed to make it up.

FACEBOOK DISCUSSION:

Throughout the semester we will post a few articles, statements, ideas, etc. to our Facebook page. You are asked to go to the Facebook site, and discuss your thoughts on these posted items at your leisure. You will be graded based on your input into the discussions. Each time you make a post, it will be evaluated on its contribution to the knowledge of the area. You will be graded on both the quality of your posts (60%), and the quantity of your posts (40%). You may post on any given topic **up to two weeks after** it is posted (all posts after two weeks, will not be graded). Only your first post on any given topic will count toward your grade. Your semester long discussions will be worth a total of \$50, and you will be graded in comparison to your classmates (those with best quality/quantity combination getting the best grades).

ADDITIONAL READINGS AND VIDEOS:

Throughout the semester, additional readings will be assigned, with most of them on our Facebook page. You will be expected to read and comprehend the material, so that you may discuss it during both the following class period and on Facebook. You may be quizzed and/or tested on the material in the readings. You will be held accountable in the same manner for all guest lectures and videos shown.

PARTICIPATION:

Class participation will be worth \$50. In order to receive all \$50, you must REGULARLY interact (positively) within the class discussion, and have excellent attendance. Friday's discussion will make up a large portion of this grade. Participation will also be related to attendance and attentiveness during class. Excessive excused or unexcused absences will result in a low participation grade.

GRADING:

If at anytime you feel that you were unfairly evaluated for the work you have completed, please contest the grade either after class, or during my office hours. Grades may be contested up to two weeks following the day they are posted. **AT NO TIME CAN ACTUAL \$\$ REPLACE CLASS \$\$ (J-Bucks).** Grading will be as follows:

ASSIGNED POINTS/REWARDS

Assignment #1 (Current Event Discussion)	\$ 50
Assignment #2 (FB page Analysis)	\$100
Case Problem #1	\$150
Case Problem #2	\$150
Facebook Discussion (Throughout the semester)	\$ 50
Exams (3 @ \$150 each)	\$450
Class Participation	<u>\$ 50</u>
Total:	\$1,000

GRADING SCALE

\$900 - 1,000	=	A
\$800 - 899	=	B
\$700 - 799	=	C
\$600 - 699	=	D
\$599 or fewer	=	F

Americans with Disabilities Act (ADA) Policy Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Services for Students with Disabilities, in Room 126 of the Koldus Building or call 845-1637.

Academic Integrity Statement

"An Aggie does not lie, cheat, or steal or tolerate those who do."

The Honor Council Rules and Procedures can be found on the web at:

<http://www.tamu.edu/aggiehonor>

Please know that the rules and procedures outlined by the Honor Council will be adhered to in this class, and anyone found to act outside of these rules will be reported to the Honor Council.

Academic Integrity Task Force, 2004

<http://www.tamu.edu/aggiehonor/FinalTaskForceReport.pdf>

****Please note that the requirements and procedures stated in the syllabus are subject to change. All changes to this syllabus will be announced in class.***

CLASS SCHEDULE
(Subject to Change)

Monday	Wednesday	Friday
9/1 Syllabus Day!!	9/3 Ch. 1 - Introduction to Marketing	9/5 Ch. 2 – Service Characteristics
9/8 Ch. 3 – Role of MKT in Strategic Planning	9/10 Ch.4 – The Marketing Environment	9/12 Current Events/CS Group 1
9/15 Ch. 4 – Cont.	9/17 Ch. 5 – MKT info Systems & research	9/19 Current Events/CS Group 2
9/22 Ch. 5 – Cont .	9/24 Ch. 6 – Consumer Markets and Behavior	9/26 Current Events/CS Group 3
9/29 Ch. 6 – Cont.	10/1 Exam #1 Review	10/3 Exam #1
10/6 Ch. 7 – Organ. Beh. of Group Markets	10/8 Ch. 8 MKT Segments	10/10 Current Events/CS Group 4
10/13 Ch. 8 MKT Segments, Targets and Positions	10/15 Ch. 9 – Designing & Managing Products	10/17 Current Events/CS Group 5
10/20 Ch. 10 – Internal MKT Case #1 Due	10/22 Ch. 11 - Pricing	10/24 Ch. 11 – Cont. Group 6
10/27 Ch. 12 – Distribution Channels	10/29 Ch. 12 – Cont.	10/31 Exam Review Group 7
11/3 Exam #2	11/5 Ch. 13 – Promoting Products I	11/7 Current Events/CS Group 8
11/10 Ch. 14 – Promoting Product II	11/12 Ch. 15 – Professional Sales	11/14 Current Events/CS Group 9
11/17 Ch. 15 – Cont.	11/19 Ch. 16 – Direct and Online MKT	11/21 Current Events/CS Group 10
11/24 Ch. 16 – Cont.	11/26 NO CLASS!	11/28 BREAK!
12/1 Ch. 17 – Destination Marketing	12/3 Ch. 17 – Cont. <u>CS #2 Due</u>	12/5 Chapter 18 – Next Year's MKT,
12/8 <i>Final Exam Review!</i>	12/10 Reading Day!	12/12
12/15 FINAL EXAM!! 8-10 am		