

SEMESTER AT SEA COURSE SYLLABUS
Colorado State University, Academic Partner

Voyage: Fall 2017
Discipline: Hospitality Management
Course Number and Title: RRM 350 Hospitality Marketing
Division: Upper
Faculty Name: Soo Kang
Semester Credit Hours: 3

Meeting: B Day 1530-1650, Lido Terrace

Prerequisites: One (1) introductory hospitality industry course

COURSE DESCRIPTION

This course concentrates on international/global issues and development in hospitality marketing. Students will learn the different market segments and how to influence their buying habits through a variety of marketing techniques in the hospitality industry. Students will also learn to organize a comprehensive marketing strategy for a hospitality operation, including the key components of a marketing plan covering situation analysis, competitive set analysis, target markets, sales action plan, advertising strategies, web and e-marketing strategies, public relations, and collateral. Upon completion, students should be able to evaluate the marketing techniques within the hospitality industry and apply different marketing strategies for hospitality marketing issues.

LEARNING OBJECTIVES

- Define the role of hospitality marketing and discuss its core concepts
- Assess the components and stages of the individual decision making process
- Evaluate the influence of culture and subculture on consumer consumption patterns in the hospitality setting
- Understand the strategic role of segmentation and customer satisfaction as well as the importance of consumer research for the hospitality industry
- Understand and apply the fundamental decision making approaches used by hospitality consumers
- Discuss current hospitality marketing issues and trends by using the Semester at Sea itinerary
- Appreciate consumer diversity, including differences in consumption across our ports of call
- Have some fun!

REQUIRED TEXTBOOKS

AUTHOR: Bojanic, D.C. & Reid, R.D.

TITLE: Hospitality Marketing Management

PUBLISHER: Wiley

ISBN #: 978-0470088586

DATE/EDITION: August, 2016, 6th Ed.

TOPICAL OUTLINE OF COURSE

Depart Bremerhaven, Germany – September 9

B1–September 12: Introduction to hospitality marketing

Read: Ch. 1

B2–September 14: Service trends affecting the hospitality and tourism marketing

Read: Ch. 1

Vila, Enz, & Costa (2012). Innovative practice in the Spanish hotel industry

Barcelona, Spain – September 15-18

B3–September 20: The external environment and sustainability

Read: Ch. 2

B4–September 22: Understanding the behavior of hospitality consumers

Read: Ch. 3

No Class – September 23

B5–September 25: Consumer decision-making model

Read: Ch. 3

Narteh (2013). Relationship marketing and customer loyalty: Evidence from the Ghanaian luxury hotel industry

Independent Field Assignment approval deadline

Tema, Ghana – September 27-30

B6–October 1: Market segmentation decisions/strategies

Read: Ch. 4

Case 1: Disney: Losing magic in the middle kingdom (2010)

No Class – October 2

B7–October 4: Market segmentation

Read: Ch. 4

B8–October 6: Marketing information

Read: Ch. 6

10 myths of hospitality development in Africa (PDF)

Cape Town, South Africa – October 7-12

B9–October 14: Marketing research process

Read: Ch. 6

No Class – October 16

B10–October 17: Planning for new products

Read: Ch. 8

Seebaluck, Naidoo, & Prmseeook-Munhurrun (2015). Prospects and challenges of business tourism: A case of Mauritius

Port Louis, Mauritius – October 19

B11–October 20: New product development process

Read: Ch. 8

No Class – October 22

B12–October 23: Product life cycle

Read: Ch. 9

Case 2: Taco Bell: A Mexican-inspired restaurant in India (2014)

Cochin, India – October 25-30

No Class – October 31

B13–November 1: Mid-term exam (Ch. 1-4, 6, 8)

B14–November 3: Managing in the service environment

Read: Ch. 9

Healey (2013). Remarkable journey: The opening of the tourism & hospitality market in Myanmar

Yangon, Myanmar – November 4-8

B15–November 10: Marketing channels & Electronic commerce

Read: Ch. 10 & 11

Case 3: Globalization of Hyatt Place (2014)

No class – November 11

B16–November 13: Advertising

Read: Ch. 13

Thornton (2016). Report overview. Vietnam hotel survey 2015

Ho Chi Minh City, Vietnam - November 14-18

B17–November 20: Sales promotions

Read: Ch. 14

No Class – November 21

B18–November 23: Public relations

Read: Ch. 14

Horwath HTL China Hotel market sentiment survey (2014)

Case 4: McDonald's China: The expired meat scandal (2015)

Shanghai, China – November 24-29

B19–December 1: Personal selling

Read: Ch. 15

Engel (2013). The world's tiniest hotel rooms

Sarheim & Wong (2015). In Focus: Tokyo, Japan

Kobe, Japan – December 2-6

B20–December 8: Destination marketing

B21–December 10: Presentation (Team 1-3)

B22–December 12: Presentation (Team 4-6)

B23–December 14: Presentation (Team 7-9)

Video: Jurassic World Hawaii set visit

Read: Sagers (2015). Prehistoric tourism: *Jurassic World's* impact on Hawaii &

Honolulu, Hawaii – December 16 (Field Class in Hawaii)

B24–December 17: Recap on the course and overview of final exam

Study Day – December 19

Field Class Assignment Due

B25–December 20: Final exam (Ch. 9-11, 13-16)

San Diego, California –December 23

FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

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Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course, and are developed and led by the instructor.

Field Class & Assignment

The field class for this course will take place on **Saturday, 16 December in Honolulu, Hawaii.**

Class Title: Film Industry and Tourism

Description: This field class will begin with a visit to the Hawaii Convention Center, where students will learn about how Hawaii is promoted as an international tourist destination. We will then go to Kualoa Ranch and take the movie tour.

Field Class Learning Objectives:

(1) Students will learn about tourism promotion strategies that have been implemented by the Hawaii Convention Center.

(2) Students will explore the different ways that Hawaii tourism benefits from its film industry.

Reminder: Please bring bathing suits if you want to swim. Also, keep in mind that there is no time for souvenir shopping during the field class.

Assignment: The objective of the class assignments and field classes is that the students develop keen powers of observation and employ writing skills and various communication technologies to record and evaluate their experiences. Therefore, class assignments have been outlined above as reflection papers that will draw on their own written field report to be complemented with pictures and field notes as appropriate. A separate guideline for the report will be provided during the class.

Independent Field Assignments

Working in self-selected teams of three or four, students will bring to life class topics by comparing and contrasting hospitality marketing practices across three countries on the voyage and delivering a 20-minute presentation to the class. Students should consider their interest in a particular topic, the focal comparison countries, their personal travel plans, the scheduled presentation date and other course requirements/assignments when selecting their group.

Objectives: This assignment allows students to further explore hospitality marketing topics that are of interest while providing a thoughtful cross country comparison. Students may choose to focus on a particular segment (e.g., hotel, restaurant, resort, cruise, transportation, attraction etc.), a broad hospitality marketing concept/practice or an

important development in the hospitality marketing field. The goal of the assignment is to help further our collective cross cultural knowledge of hospitality marketing practices in a collaborative manner.

Evaluation: Each team is required to submit a brief outline for approval on or before 9/25. The outline should include names of all team members, a description of the hospitality marketing topic they plan to study, and a plan for gathering in-country data. All students are required to deliver a portion of the presentation. A brief Q&A period must be incorporated within the presentation. No two teams can work on the same topic. In the event two teams inadvertently select the same topic preference will be given to the first team that submits their proposal for approval. Grade determination will be made by a review of evaluations gathered from other students in the class, the instructor and a peer evaluation component. All students are required to make a substantial contribution to the project deliverables. Teams will be graded on the quality of their PowerPoint deck (an electronic copy must be submitted at the start of class on the day of the presentation), the depth of their analysis, the ability to engage the class in the topic, and the organization and delivery of their presentation. Incorporate your own photos, brochures, pamphlets, menus, video clips into your presentation.

METHODS OF EVALUATION/GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%:
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

Method of assessment	Percentage of final grade
Mid-term Exam (Nov. 1)	20
Final Exam	20
Field Course Reflection Paper	20
Case Study (4 cases)	20
Independent Field Assignment (Team presentation)	15
Class Participation (attendance and discussion contribution)	5
TOTAL	100

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision

(e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A memo from the student's home institution verifying the accommodations received on their home campus is required before any accommodation is provided on the ship. Students must submit this verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS AND FILMS FOR THE LIBRARY

ELECTRONIC COURSE MATERIALS

AUTHOR: Vila, M., Enz, C.A., & Costa, G.

ARTICLE/CHAPTER TITLE: Innovative practice in the Spanish hotel industry

JOURNAL/BOOK TITLE: School of hotel Administration Collection, Cornell University School of Hotel Administration

VOLUME:

DATE: 2012

PAGES: 75-84

<http://scholarship.sha.cornell.edu/cgi/viewcontent.cgi?article=1206&context=articles>

AUTHOR: Narteh, B.

ARTICLE/CHAPTER TITLE: Relationship marketing and customer loyalty: Evidence from the Ghanaian luxury hotel industry

JOURNAL/BOOK TITLE: Journal of Hospitality Marketing & Management

VOLUME: 22

DATE: 2013

PAGES: 407-436

AUTHOR:

ARTICLE/CHAPTER TITLE: 10 myths of hospitality development in Africa
JOURNAL/BOOK TITLE: Hotel Partners, Africa
VOLUME:
DATE:
PAGES: <http://www.africanbusinesscentral.com/wp-content/uploads/2016/07/10-Myths-of-Hospitality-Development-in-Africa-Report-Hotel-Partners-Africa-HPA.pdf>

AUTHOR: Seebaluck, V., Naidoo, P., & Ramseook-Munhurrun, P.
ARTICLE/CHAPTER TITLE: Prospects and challenges of business tourism: A case of Mauritius.
JOURNAL/BOOK TITLE: Review of Business & Finance Studies
VOLUME: 6(3)
DATE: 2015
PAGES: 45-55

AUTHOR: Healey, B.
ARTICLE/CHAPTER TITLE: Remarkable Journey: The opening of the tourism and hospitality market in Myanmar
JOURNAL/BOOK TITLE:
DATE: 2013
PAGES: http://033b8a8.netsolhost.com/content/issues/mynamnar_tourism_healey.pdf

AUTHOR: Grant Thornton Vietnam
ARTICLE/CHAPTER TITLE: Report Overview – Vietnam Hotel Survey 2015
JOURNAL/BOOK TITLE:
DATE: 2016
PAGES: <http://www.grantthornton.com.vn/globalassets/1.-member-firms/vietnam/vn/publications/99-hs-report-overview--eng.pdf>

AUTHOR: Horwath HTL
ARTICLE/CHAPTER TITLE: China Hotel Market Sentiment Survey
JOURNAL/BOOK TITLE:
DATE: 2014
PAGES: <http://horwathhtl.com/files/2012/06/EN-China-Hotel-Market-Sentiment-Report-March-2014-1.pdf>

AUTHOR: Engel, P.
ARTICLE/CHAPTER TITLE: The world's tiniest hotel rooms
JOURNAL/BOOK TITLE: Business insider
DATE: 2013
PAGES: <http://www.businessinsider.com/capsule-hotels-2013-4?op=1/#eepbox-a-futuristic-capsule-hotel-in-moscow-can-accommodate-more-than-100-people-in-its-sleeping-cells-1>

AUTHOR: Sarheim, L. & Wong, C.
ARTICLE/CHAPTER TITLE: In Focus: Tokyo, Japan
JOURNAL/BOOK TITLE: HVS
DATE: 2014
PAGES:

AUTHOR: Sagers, A.
ARTICLE/CHAPTER TITLE: Prehistoric tourism: Jurassic World's impact on Hawaii
JOURNAL/BOOK TITLE: The Huffington Post
DATE: 2015
PAGES: http://www.huffingtonpost.com/aaron-sagers/jurassic-world-sets-make-_b_8337140.html

AUTHOR: Youtube clip
ARTICLE/CHAPTER TITLE: Jurassic World Hawaii set visit
JOURNAL/BOOK TITLE: Youtube.com
DATE:
PAGES: https://www.youtube.com/watch?v=u9ZAZE_X10Q

AUTHOR: Farhoonmand, A., & Chan, P.
ARTICLE/CHAPTER TITLE: Disney: Losing magic in the middle kingdom
JOURNAL/BOOK TITLE: Harvard Business Review
DATE: January 13, 2010
PAGES: HKU885-PDF-ENG

AUTHOR: Papirayan, G.
ARTICLE/CHAPTER TITLE: Globalization of Hyatt Place
JOURNAL/BOOK TITLE: Harvard Business Review
DATE: September 12, 2014
PAGES: W14443-PDF-ENG

AUTHOR: Nafees, L. et al.
ARTICLE/CHAPTER TITLE: Taco-Bell: A Mexican-inspired restaurant in India
JOURNAL/BOOK TITLE: Harvard Business Review
DATE: October 29, 2014
PAGES: W14536-PDF-ENG

AUTHOR: Tao, Z. & Woo, C.H.L.
ARTICLE/CHAPTER TITLE: McDonald's China: The expired meat scandal
JOURNAL/BOOK TITLE: Harvard Business Review
DATE: January 13, 2015
PAGES: HK1055-PDF-ENG

ADDITIONAL RESOURCES

None