



COURSE OUTLINE

COURSE NO: HOTR 260

COURSE NAME: Marketing of
Hospitality Services

CREDIT HOURS: 3

CLASS HOURS: 3 **LAB HOURS:** 0

DATE: 2007

PREPARED BY: Anne Polenchar

TO BE UPDATED: 2008

APPROVED BY: Tom Lambrecht
Dean

PREREQUISITES

None

COURSE DESCRIPTION:

Researching potential sources of business, analyzing potential customer needs, selling services and maintaining long term customer relationships.

This course is designed to provide students with a background in Hospitality Sales and Advertising. Although marketing concepts are also discussed, the course focuses on practical sales techniques; proven approaches to selling to targeted markets; and the advertising role in sales.

COURSE OBJECTIVES:

Upon completion of this course the student will be prepared to:

1. Summarize major trends affecting the hospitality industry.
2. Distinguish marketing from selling.
3. Discuss in general terms the benefits of a marketing plan.
4. Summarize the typical positions in a sales office.
5. Describe and demonstrate several types of personal sales calls.
6. Describe and demonstrate the basics of good telephone communication.
7. Discuss and list internal marketing and sales methods and techniques.
8. Identify catering department responsibilities and personnel.
9. Identify and explain common advertising strategies.
10. Identify three groups of frequent business travelers.
11. Discuss baby boomers and other individual leisure travelers.
12. Identify three types of travelers served by travel agents.
13. Describe types of association and corporate meetings.
14. Describe how properties can meet the needs of travelers with disabilities.
15. The Success Skill: communicates effectively, will be assessed in this class.

COURSE MATERIALS:

Required Text: Marketing of Hosp. Services, by William Lazen & Roger A. Layton
2nd Edition

The text is available online and is not necessary to purchase.

TOPICAL OUTLINE:

WebCT Navigation Assignment

1. Email the Instructor - 10 points
2. Respond to a posting on the Discussion Board - 10 points

Chapter 1 - Assignment

1. Review Questions - 8 points
2. Online Quiz - 7 points

Chapter 2 - Assignment

1. Review Questions - 10 Points
2. Online Quiz - 7 points

Chapter 3 - Assignment

1. Online Quiz - 7 points

Chapter 4 - Assignment

1. Review Questions - 10 points
2. Online Quiz - 7 points

Chapter 5 - Assignment

1. Review Questions - 14 points
2. Online Quiz - 7 points

Chapter 6 - Assignment

1. Case Study - 20 points
2. Online Quiz - 7 points

Chapter 7 - Assignment

1. Online Quiz - 7 points

Chapter 8 - Assignment

1. Review Questions - 10 points
2. Online Quiz - 7 points

Chapter 9 - Assignment

1. Online Quiz - 7 points

Chapter10- Assignment

1. Review Questions - 12 points
2. Online Quiz - 7 points

Chapter 11 - Assignment

1. Review Questions - 10 points
2. Online Quiz - 7 points

Chapter 12 - Assignment

1. Review Questions - 12 points
2. Online Quiz - 7 points

Chapter 13 – Assignment

1. Advertising Assignment – 20 points
2. Online Quiz - 7 points

Chapter 14 - Assignment

1. Review Questions - 10 points
2. Online Quiz - 7 points

Chapter 15 - Assignment

1. Online Quiz - 7 points

Chapter 16 - Assignment

1. Review Questions - 12 points
2. Online Quiz - 7 points

Chapter 17 - Assignment

1. Review Questions - 12 points

Final Exam - 100 multiple-choice questions 100 points

USE OF CELL PHONES OR OTHER ELECTRONIC DEVICES

Not applicable in the online delivery format.

STUDENT INSURANCE/COVERAGE

Hocking College insurance does not cover a student in case of an accident or illness. Students are responsible for providing their own health and accident insurance. The Hocking College Health Center provides information on a student health insurance plan. Please see the Health Center (JL 241) for information on costs, coverage, and how to enroll in the plan.

DISABILITIES NOTICE

If you have been diagnosed with a disability that impacts your academic success, please immediately contact the Access Center , Office of Disability Services in JL 249 regarding accommodations.

HOCKING COLLEGE
EVALUATION OF THE STUDENT

COURSE NO.: HOTR 260

COURSE NAME: Marketing of
Hospitality Services

INSTRUCTOR: Anne Polenchar

DATE PREPARED: 2007

APPROVED BY: Tom Lambrecht
Dean

My objective is to help the student become familiar with marketing in the Hospitality industry. The purpose of evaluation is to indicate to some degree, the extent to which the student has learned.

I believe that you and I actively share the teaching learning process. Both you and I must contribute in order for the process to be successful. I believe the evaluation should be made to assist you in improving your performance, increasing your skill levels, and adding to your information pool. I believe that mistakes are an inevitable part of learning and are healthy if both you and I use them to gain insight into your potential and growth.

Since it is my goal and desire to support you in your efforts to learn, I will share my observations and assessments of your progress with you on a regular basis and offer assistance and opportunities for you to improve.

SPECIFIC FACTORS

1. EXAMINATIONS:

There will be sixteen (16) Progress Tests and a Certified comprehensive Final Exam. The exams will include multiple choice questions that are designed to make you think and prioritize. The final examination will consist of concepts that we have discussed and that are in the text.

2. PROJECTS/HOMEWORK AND SUCCESS SKILLS AND/OR SERVICE LEARNING AND CIVIC RESPONSIBILITY ASSIGNMENTS:

Projects and assignments will follow the topical outline

3. ATTENDANCE:

Hocking College equates attendance in class to attendance on the job and attendance on the job to work success. Class attendance is mandatory and your attendance is needed for successful participation.

Although you are enrolled in an online delivery format, your participation in the class is critical for your success

4. CLASS PARTICIPATION:

Class will be more interesting and more profitable if you take an active role in your education. Participation is encouraged. Some of the class will involve discussion and workshops. Your involvement is critical. You are expected to participate as responsible adults. Class should be relaxed but professional. Disruptive behavior will result in your being dismissed from the class and failure of the class. Class participation can directly affect your grade if your final average sits between two grades. I am much more likely to give you the benefit of the higher grade if you have displayed interest and involvement in the course and your own learning.

4. CLASS PARTICIPATION:

In the online delivery format, you will be asked to participate in discussions and sometimes-collaborative learning projects. Again, your success as an online learner will depend on your participation in the course.

5. EXTRA PROJECTS:

With the express, prior permission of the instructor, a student may be permitted to undertake a project that is related to the course content. The quality of the project will determine the number of points to be added to the final average to determine the course grade.

6. GRADING SCALE:

% OF GRADE	GRADE
100-93%	A
92-90%	A-
89-86%	B+
85-83%	B
82-80%	B-
79-76%	C+
75-73%	C
72-70%	C-
69-66%	D+
65-63%	D
62-60%	D-
59-Below	F
Incomplete	I

Certification from the Educational Institute of the American Hotel and Lodging Association is granted upon earning 69% or above on the Final Exam.

7. POLICY REGARDING HONESTY

Honesty and integrity are major elements in professional behavior and are expected of each student. This is part of the **Success Skill** "Maintains a Code of Ethics." All work is assumed to be your own unless special permission is granted from the instructor or sources are appropriately cited. It is expected that you will be honest in

all endeavors related to the completion of this course, just as you must be in all activities at work.

The definition of academic misconduct that is provided in the *Hocking College Student Guide* applies to this course and all other courses that you are taking at the College. It is a Code I Offense:

- A. **Academic Misconduct** refers to dishonesty in examination (cheating); presenting the ideas or writing of someone else's as one's own (plagiarism); knowingly furnishing false information to the college by forgery, alteration, or misuse of college documents, records or identification. Academic dishonesty includes but is not limited to:
1. Permitting another student to plagiarize or cheat from your work,
 2. Submitting an academic exercise, written work, project, or computer program that has been prepared totally or in part by another,
 3. Improperly acquiring knowledge of the contents of an exam,
 4. Using unauthorized material during an exam, to include notes, information, calculators, or other electronic devices or programs during exams or for assignments from which they have been expressly or implicitly prohibited,
 5. Submitting the same paper in two different courses without knowledge and consent of all faculty members involved,
 6. Obtaining academic material through stealing or other unauthorized means,
 7. Falsification of research findings and methodology.

Cheating is unacceptable behavior in all Hocking College courses. A student observed or found to be cheating on a test or assignment in this course will receive a failing grade (F) for the course. A written report of the incident, signed by the instructor and the student, will be submitted to the Campus Judiciaries Office. Should a second incident of cheating occur in any course, the student will again be referred to the Campus Judiciaries Office.

Falsification of research findings or failure to cite sources is a subject to a penalty of no less than a "zero" grade for the assignment and may be subject to receiving a failing grade (F) for the course.

Further information pertaining to Academic Misconduct can be found by contacting the Office of Campus Judiciaries, Oakley 210, or by referring to the *Student Guide* found on the Hocking College website (www.hocking.edu).

8. **FINAL GRADE CALCULATION:**

Projects, Progress Tests, the Final Examination and any extra projects are totaled. Subtract 5 points for each unexcused absence and divide this total by 5 to determine final course grade. Items 4 & 7 above will also be taken into consideration.

Tests and projects will be given the following weights in determining a grade:

Online quizzes	112 points
Assignments and projects	168 points
<u>Final Examination</u>	<u>100 points</u>
Total Points	380 points

9. ACADEMIC GRADE APPEAL PROCESS

Academic grade appeals consist of complaints from students concerning final grades given. The Appeals Process is available only for final grades not for an individually graded assignment. When a student believes that his or her academic performance has been unfairly or improperly graded, the first recourse will be communication with the faculty member in an attempt to resolve the complaint. Grade appeals will be considered only if grading was based on something other than performance, if different standards were used for different students, or if the grading was a departure from the instructor's previously stated final grade calculations. If the informal attempt at resolving the complaint between student and faculty is unsuccessful, a formal appeal will begin. A student appeal of a final grade must be formally initiated within one term of the grade being posted. Students should understand that the burden of proof will be theirs to demonstrate. The steps for the grade appeal process are available in each academic unit office and online in the current Student Code of Conduct found under the current student link on the Hocking College website.

10. STUDENT GRIEVANCE DUE PROCESS PROCEDURES

Due process procedures for the College are located in the current *Student Code of Conduct* listed as Hocking College Student Grievance Procedures available online under the current student link on the Hocking College website.

11. DISABILITIES NOTICE

If you have been diagnosed with a disability that impacts your academic success, please immediately contact the Access Center, Office of Disability Services in JL 249 regarding accommodations.