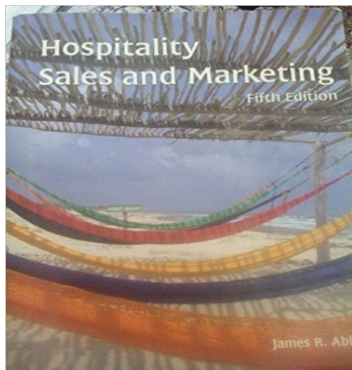


University of North Texas at Dallas
Spring 2016
SYLLABUS for Distance Learning
HMGT 3320 - Hospitality Marketing and Sales

Department of	Management
Division of	Business
Instructor Name:	Lansing, Michael D.
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Office Phone:	972-780-3660
Email Address:	Michael.Lansing@untdallas.edu
Office Hours:	By Appointment, email
Classroom Location:	<i>ONLINE</i>
Class Meeting Days & Times:	ONLINE
Course Catalog Description:	Introduction of concepts, and systems utilized in the marketing for the hospitality industry. Topics include sales, brand management, customer service, vendor relations, and guest expectations.
Prerequisites:	<p>Hospitality Sales and Marketing 5th edition by James R. Abbey (Author), American Hotel & Lodging Association (Author) ISBN-13: 978-0-86612-325-9</p>  <p>I paid \$4.00 on Amazon for this text.</p> <p>VERY important that you have this text before Week 3 begins</p>
Access to Learning Resources:	<p>UNT Dallas Library: phone: (972) 780-3625; web: http://www.unt.edu/unt-dallas/library.htm</p> <p>UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fheg.follett.com</p>

Course Goals or Overview: The goals of this course are as follows -	
	This course will explore the core marketing concepts within the framework of the Hospitality industry.
Learning Objectives/Outcomes: At the end of this course, students will be able to:	
1	Analyze a company's marketing mix effectiveness.
2	Create strategies to enhance the value of a firm's marketing activities
3.	Construct a professional presentation in a real-world environment.
4.	Evaluate the various strategies and steps for the effective representation and selling of service products in hospitality

Online/Hybrid Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

TOPICS	TIMELINE
Classes begin Tuesday Jan 19th Introduction to Hospitality Marketing and Sales	Week #1 Jan 19-24
The Marketing Plan: The Cornerstone of Sales	Week #2 Jan 25-31 Discussion Board #1
Managing the Marketing and Sales Office	Week #3 Feb 1-7 Case Study
Personal Sales	Week #4 Feb 8-14 Quiz 1
Internal Marketing and Sales, Telephone Sales	Week #5 Feb 15-21 Discussion Board #2
Advertising, Public Relations, and Publicity	Week #6 Feb -22-28 Quiz 2
Marketing to Business Travelers	Week #7 Feb 29 -Mar 6 Case Study
Marketing to Leisure Travelers	Week #8 Mar 7-13 MIDTERM EXAM
Spring Break Monday, March 14 – Sunday, March 20	Mar 14-20

	Week # 9 Mar 21-27
Marketing to Travel Agents	Week #10 Mar 28-Apr 3 Discussion Board #3
Marketing to Meeting Planners	Week #11 Mar Apr 4 -10 Case Study Quiz 3
Marketing to Special Segments	Week #12 April 11-17 Discussion Board #4
Marketing Restaurants and Lounges	Week #13 April 18 -24 Quiz 4
Marketing Catered Events and Meeting Rooms	Week #14 Apr 25-May 1 Case Study
	Week #15 May 2- 5 Final Exam

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Discussion Board Posts:

Discussion Boards are the way we will share ideas, concepts, and experiences in this class. It is true that this cannot replace face to face conversation. I found that it can be a lively and honest exchange if you are willing to prepare and participate with you classmates. This is not a competition or race to the finish and we are not looking for right or wrong. Instead we are trying to challenge ourselves to open our minds and learn from others.

Quizzes

In this class quizzes will be based on the textbook and weekly reading materials. These are designed to determine if you have read the material and are able to show that you have understood the concepts considered. **Short answer, multiple guess, T/F** format will be used to review your readings.

Exams

Mid-term and Final exams will help you understand the how well you can bring the concepts together to address current 'real world' issues of the Hospitality Industry. **Essays** are the preferred format for this type of review.

Case Studies

We will step into real world scenarios and **analyze** what, why, when where, and who of selected companies. Small groups will work together to make recommendations on how the company should proceed with the marketing and sales opportunities before them.

Group Research Project

This is one of the most rewarding aspects of this class and I always look forward to the amazing works student produce. In short your team will pick a living breathing company to work and learn with. The grade in this project will be come from the Group Presentation your team will **create** and **deliver**.

Grading Matrix:

Activities/Assignments	Value (percentages)
Discussion Boards (4)	25%
Quizzes/Exams (6)	25%
Case Studies (4)	25%
Presentation/Teamwork (1)	25%
Total:	100%

Grade Determination**A = 90% or better****B = 80 – 89 %****C = 70 – 79 %****D = 60 – 69 %****F = less than 60%****University Policies and Procedures****Students with Disabilities (ADA Compliance):**

Chapter 7(7.004) Disability Accommodations for Students

The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untDallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDDisability@untDallas.edu or at Building 2, room 204.

Blackboard Learn Accessibility Statement:

University of North Texas at Dallas is committed to ensuring its online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you would want to have the operating system, web browser and information on any assistive technology being used. Blackboard Learn course management system's accessibility statement is also provided: <http://www.blackboard.com/Platforms/Learn/Resources/Accessibility.aspx>

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Student Evaluation of Teaching Effectiveness Policy:

Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: (According to the instructor's discretion while working in concert with the division/program's guidelines).

Exam Policy: (Online exams and the ability to retake is solely at the instructor's discretion). NOTE: Online exams may be proctored on campus per instructor's discretion.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at

http://www.untDallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf for complete provisions of this code.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

Web-based Plagiarism Detection: Please be aware in some online or hybrid courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Policies

Online Attendance and Participation:

The University attendance policy is in effect for this course. Class attendance in the Blackboard classroom and participation is expected because the class is designed as a shared learning experience, and because essential information not in the textbook will be discussed in the discussion board. Online presence and participation in all class discussions is essential to the integration of course material and your ability to demonstrate proficiency.

Attendance for this online or hybrid course is considered when you are logged in and active in Blackboard, i.e., posting assignments, taking quizzes, or completing Discussion Boards. To maintain financial aid award eligibility, activity must occur before the census date of the session or term of the course. Refer to <http://www.untDallas.edu/registrar> for specific dates. If you are absent/not active in the course shell, it is YOUR responsibility to let the instructor know immediately, upon your return, the reason for your absence if it is to be excused. All instructors must follow university policy 7.005 covering excused absences; however, it is the instructor's discretion, as outlined in the course syllabus, of how unexcused absences may or may not count against successful completion of the course

Inclement Weather and Online Classes: Online classes may or may not be effected by campus closures due to inclement weather. Unless otherwise notified by your instructor via e-mail, online messaging, or online announcement, students should assume that assignments are due as scheduled.

Online "Netiquette:

In any social interaction, certain rules of etiquette are expected and contribute to more enjoyable and productive communication. Emails, Discussion Board messages and/or any other forms of written communication in the online environment should use proper "netiquette" (i.e., no writing in all caps (usually denotes yelling), no curse words, and no "flaming" messages (angry, personal attacks).

Racial, ethnic, or gender slurs will not be tolerated, nor will pornography of any kind.

Any violation of online netiquette may result in a loss of points or removal from the course and referral to the Dean of Students, including warnings and other sanctions in accordance with the University's policies and procedures. Refer to the Student Code of Student Rights Responsibilities and Conduct at <http://www.untDallas.edu/osa/policies>.

Respect is a given principle in all online communication. Therefore, please be sure to proofread all of your written communication prior to submission.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions in the online environment. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate.

Technology Requirements: In order to successfully access the materials in an online or hybrid course, UNT Dallas advises that your computer be equipped with the minimum system requirements.

Blackboard Learn 9.1 is the platform software for this course. Blackboard Learn supports major web browsers such as Windows Internet Explorer, Apple Safari, Mozilla Firefox, and Google Chrome. However, since the latter two are updated continually, some recent versions may not be compatible. If you experience difficulty accessing or using components of the course, try using Internet Explorer. Also, no matter what browser you use, always enable pop-ups. For more information see:

- <http://www.untdallas.edu/dlit/ecampus/requirements>
- [https://help.blackboard.com/en-us/Learn/9.1 SP 12 and SP 13/Student/040 Browser Support for SP 13](https://help.blackboard.com/en-us/Learn/9.1_SP_12_and_SP_13/Student/040_Browser_Support_for_SP_13)
- https://learn.unt.edu/bbcswebdav/institution/BrowserCheck/check_full.html