

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

TOUR 602

HOSPITALITY & TOURISM MARKETING STRATEGY

COURSE DESCRIPTION

This course offers an examination of the marketing process as applied to hospitality and tourism management organizations. Attention is given to the role of marketing as part of a travel and tourism organization's strategic plans.

RATIONALE

This is a required course in the Sport Management Master's Degree Tourism cognate. It is important that recreation managers and sport managers understand both the process and the role marketing plays in the strategic plans of organizations. The marketing and promotion of an event, the potential partnerships with other individuals invested in an event, and the use of an event to market a destination are all important for organizers to address when planning and promoting an event or activity.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Microsoft Word
(Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Apply services marketing strategies to hospitality and tourism situations.
- B. Develop an understanding of the relationship between marketing theory and application.
- C. Describe the facets of marketing as applied to travel and tourism, including: market analysis, market segmentation, tourist behavior, and decision making.
- D. Explain current marketing trends and issues in travel and tourism.
- E. Design a marketing strategy for a specific tourism or hospitality organization.
- F. Compare biblical Scriptures and perspectives with real-world situations.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings

B. Course Requirements Checklist

After reading the Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (4)

Threads

The student is required to post a thread in response to the provided prompt for each forum. Each thread must be a minimum of 500 words and must build upon the information in the readings (including reflective statements and specific applications to the concepts in the text).

Replies

In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be a minimum of 250 words and must build on the ideas in the thread.

D. Case Studies (2)

There will be 2 case studies throughout this course. After choosing a particular case study, the student will write a 5–6-page case response in current APA format. The case response will include: a SWOT analysis, an application of marketing concepts from the book specific to the case, and a connection to a current peer-reviewed article.

E. Tests (8)

Each test will cover the assigned Reading & Study material for the module/week in which it is assigned. Each test will be open-book/open-notes, contain 16 multiple-choice questions and 2 short answer/essay questions, and have a time limit of 2 hours and 45 minutes.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums Threads	
Threads (4 at 35 pts ea)	140
Replies (4 at 20 pts ea)	80
Case Studies (2 at 70 pts ea)	140
Tests (8 at 80 pts ea)	640
Total	1010

B. Scale

A = 940–1010 A- = 920–939 B+ = 900–919 B = 860–899 B- = 840–859
 C+ = 820–839 C = 780–819 C- = 760–779 F = 759 and below

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

VII. BIBLIOGRAPHY

American Psychological Association. *Publication manual of the American Psychological Association* (current edition). Washington, DC: American Psychological Association.

Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). *Marketing in travel and tourism* (4th ed.). Burlington, MA: Butterworth-Heinemann. ISBN: 9780750686938.

Ritchie, B. W., Burns, P. M., & Palmer, C. A. (2005). *Tourism research methods: Integrating theory with practice*. Cambridge, MA: CABI. ISBN: 9780851999968.

Ritchie, J. R. B., & Goeldner, C. R. (Eds.). (1994). *Travel, tourism, and hospitality research: A handbook for managers and researchers* (2nd ed.). New York, NY: John Wiley & Sons. ISBN: 9780471582489.

Smith, M., MacLeod, N., & Robertson, M. H. (2010). *Key concepts in tourist studies*. Thousand Oaks, CA: Sage. ISBN: 9781412921053.

COURSE SCHEDULE

TOUR 602

Textbook: Kotler et al., *Marketing for Hospitality and Tourism* (2017).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Kotler et al.: chs. 1–2 1 presentation	Course Requirements Checklist DB Forum 1 – Thread Test 1	10 35 80
2	Kotler et al.: chs. 3–4 1 presentation	DB Forum 1 – Replies Test 2	20 80
3	Kotler et al.: chs. 5–6 1 presentation	DB Forum 2 – Thread Test 3	35 80
4	Kotler et al.: chs. 7–8 1 presentation	DB Forum 2 – Replies Case Study 1 Test 4	20 70 80
5	Kotler et al.: chs. 9, 11 1 presentation	DB Forum 3 – Thread Test 5	35 80
6	Kotler et al.: chs. 13–14 1 presentation	DB Forum 3 – Replies Test 6	20 80
7	Kotler et al.: chs. 12, 16 1 presentation	DB Forum 4 – Thread Test 7	35 80
8	Kotler et al.: chs. 17–18 1 presentation	DB Forum 4 – Replies Case Study 2 Test 8	20 70 80
TOTAL			1010

DB = Discussion Board

NOTE: Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.