

HOSPITALITY MARKETING
HMGT 2405
Semester Year

Instructor	Class Number	Section
E-mail	Day	
Phone	Location	
Office	Time	
Office Hours	Class Hours	3
	Lab Hours	0
	Credits	3

Department Mission Statement

The Hospitality Management Department of New York City College of Technology educates students for careers in the hospitality industry through foundational knowledge of hospitality operations and experiences that cultivate diverse perspectives, lifelong learning, collaboration, and community engagement.

Program Learning Outcomes

To graduate students who

1. identify and demonstrate skills relevant to the operational areas of hospitality management. (PLO #1)
2. utilize the dynamics of collaboration in diverse settings. (PLO #2)
3. demonstrate effective communication skills. (PLO #3)
4. exhibit the analytical and social skills essential for success in the global workplace. (PLO #4)
5. value and integrate lifelong learning, civic engagement, ethical reasoning, and social responsibility. (PLO #5)

Course Description

Overview of marketing and current topics facing modern hospitality decision-makers. Basic terminology and problem-solving techniques; relationship between marketing and other functions to maximize profits in any size hospitality establishment; basic elements of publicity and public relations, advertising and sales techniques.

Prerequisites

HMGT 2302, HMGT 2303, HMGT 2304

Course Objectives

Upon completion of HMGT 2405, students will be able to

- a. identify and describe the relationships between marketing and advertising in today's business climate. (SLO #1)
- b. demonstrate comprehension of service characteristics of hospitality and tourism marketing. (SLO #2)
- c. identify and analyze the primary considerations in pricing and promoting products. (SLO #3)
- d. identify and then explain consumer characteristics affecting purchasing behavior of hospitality-related experiences. (SLO #4)

Student Learning Outcomes	Method of Assessment
a. Define, interpret and apply marketing and advertising relationships (HMGT: Knowledge, Gen Ed: Skills, Communication, Inquiry/Analysis; PLO #4)	Class participation, weekly assignments, team project, midterm, final exam
b. Recognize and characterize service characteristics of hospitality and tourism businesses (HMGT: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication)	Class participation, weekly assignments, team project, midterm, final exam
c. Restate and distinguish primary considerations in pricing and promoting hospitality and tourism products (HMGT: Knowledge, Gen Ed: Ethics/Values)	Class participation, weekly assignments, team project, midterm, final exam
d. Recognize and evaluate consumer characteristics affecting purchasing behavior of hospitality related experience (HMGT: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication, PLO #4)	Class participation, weekly assignments, team project, midterm, final exam

Grading Procedure

Class Participation	20%
Weekly Assignments	20%
Team Project: Marketing Plan for Hospitality Business	
Report	10%
Presentation	5%
Peer Review	5%
Midterm	20%
Final Exam	20%
Total	100%

Assignments

- a. Class Participation: Instructor will call on students randomly and expect them to participate in class proceedings synchronous with the class meeting. Students are expected to be present for the entire class session.
- b. Weekly Assignments: After reading the weekly assigned chapter, students answer review questions posted by the instructor and reply to at least one post. This assignment should be posted by the start of a class meeting.
- c. Team Project – Marketing Plan for Hospitality Business: Pick a local hospitality company in New York City and investigate current marketing practices. Provide marketing solutions based up comprehensive research and scientific analysis. Team report/presentation and peer review. A zero will be given to those who fail to present on the scheduled date. Each member's contribution to the project will be reflected in grades.
- d. Exams: Two tests (midterm and final exams) include, but not limited to, activity-based questions, short/long discussion questions.

Grading System

A	93 – 100
A-	90 – 92.9
B+	87 – 89.9
B	83 – 86.9
B-	80 – 82.9
C+	77 – 77.9
C	70 – 76.9
D	60 – 69.9
F	59.9 and below

Required Text

https://saylordotorg.github.io/text_principles-of-marketing-v2.0/index.html

Suggested Texts and Readings

Kim, E. H. (2020). *HMGT 2405 Hospitality Marketing*, Retrieved from
<https://openlab.citytech.cuny.edu/hospitalitymarketing/>

Kim, E. (2020). *HMGT 2405 Hospitality Marketing, Marketing Plan Worksheet*.

Kotler, P. T., Bown, J. T., & Baloglu, S. (2016). Chipotle Mexican Grill. In *Marketing for hospitality and tourism* (pp. 3-5). Pearson.

MPlans (2019). *How to write a marketing plan*. Retrieved from
<https://www.mplans.com/articles/how-to-write-a-marketing-plan/#.XbvsXUVKjMI>

Reid, R.D., & Bojanic, D.C. (2016). *Hospitality marketing management*. (6th ed.) Wiley.

Additional readings will be provided through Blackboard.

HMGT 2405 Team Project Report Grading Rubric

	Capstone 4	Milestones 3 2		Benchmark 1
Acquiring Competencies	Reflect: Evaluates creative process and product using domain-appropriate criteria.	Create: Creates an entirely new object, solution or idea that is appropriate to the domain.	Adapt: Successfully adapts an appropriate exemplar to his/her own specifications.	Model: Successfully reproduces an appropriate exemplar.
Solving Problems	Not only develops a logical, consistent plan to solve problem, but recognizes consequences of solution and can articulate reason for choosing solution.	Having selected from among alternatives, develops a logical, consistent plan to solve the problem.	Considers and rejects less acceptable approaches to solving problem.	Only a single approach is considered and is used to solve the problem.
Embracing Contradictions	Integrates alternate, divergent, or contradictory perspectives or ideas fully.	Incorporates alternate, divergent, or contradictory perspectives or ideas in an exploratory way.	Includes (recognizes the value of) alternate, divergent, or contradictory perspectives or ideas in a small way.	Acknowledges (mentions in passing) alternate, divergent, or contradictory perspectives or ideas.
Innovative Thinking	Extends a novel or unique idea, question, format, or product to create new knowledge or knowledge that crosses boundaries.	Creates a novel or unique idea, question, format, or product.	Experiments with creating a novel or unique idea, question, format, or product.	Reformulates a collection of available ideas.

HMGT 2405 Team Project Presentation Grading Rubric

	Capstone 4	Milestones 3 2		Benchmark 1
Organization	Organizational pattern is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	Organizational pattern is clearly and consistently observable within the presentation.	Organizational pattern is intermittently observable within the presentation.	Organizational pattern is not observable within the presentation.
Language	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.
Delivery	Delivery techniques make the presentation compelling, and speaker appears polished and confident.	Delivery techniques make the presentation interesting, and speaker appears comfortable.	Delivery techniques make the presentation understandable, and speaker appears tentative.	Delivery techniques detract from the understandability of the presentation, and speaker appears uncomfortable.
Supporting Material	A variety of types of supporting materials make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/authority on the topic.	Insufficient supporting materials make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/authority on the topic.
Central Message	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.	Central message can be deduced, but is not explicitly stated in the presentation.

HMGT 2405 Team Project Peer Review

Write the name of each of your group members in a separate column. For each person, indicate the extent to which you agree with the statement on the left, using a scale of 1-5 (1=strongly disagree; 2=disagree; 3=neutral; 4=agree; 5-strongly agree). Total the numbers in each column.

	Member Name	Member Name	Member Name	Member Name	Member Name
Attends group meetings regularly and arrives on time.					
Contributes meaningfully to group discussions.					
Completes group assignments on time.					
Prepares work in a quality manner.					
Demonstrates a cooperative and supportive attitude.					
Contributes significantly to the success of the project.					

Selected Bibliography

- Berger, J. (2013). *Contagious: Why things catch on*. Simon & Schuster.
- Bojanic, D. C. & Reid, R. D. (2016). *Hospitality marketing management* Wiley
- Dib, A. (2016). *The 1-page marketing plan: Get new customers, make more money, and stand out from the crowd*. Successwise.
- Kim, E. (2019). *HMG2 2405 Hospitality Marketing*, Retrieved from <https://openlab.citytech.cuny.edu/hmgt2405/>
- Kotler, P. T., Bown, J. T., & Baloglu, S. (2016). *Marketing for hospitality and tourism*. Pearson.
- Marketing Teacher.com (November 23, 2012). SWOT [Video file]. Retrieved from <https://www.youtube.com/watch?v=cw3AAqz6-Mc&list=PLfwoaiiezPT-E9gcZ6AV1et2hcd92J21C&index=4>
- Marriott, J. W. B. (2013). *Without reservations: How a family root beer stand grew into a global hotel company*. Luxury Custom Publishing LLC.
- Popper, N. (February 9, 2019). You call that meat? Not so fast, cattle ranchers say. *The New York Times*. Retrieved from <https://www.nytimes.com/2019/02/09/technology/meat-veggie-burgers-lab-produced.html>
- Revfine Optimizing Revenue (2019). *Hospitality trends: The latest trends in the hospitality industry*. Retrieved from <https://www.revfine.com/hospitality-trends/>
- Tisch, J. M. (2009). *Chocolates on the pillow aren't enough: Reinventing the customer experience*. Wiley.
- The Disney Institute., & Kinni, T. (2011). *Be our guest: perfecting the art of customer service*. Disney Editions.

Class Meeting Schedule

The following course schedule is tentative and may be subject to change.

Week	Date	Topics	Reading Chapters	Assignment Due by Class Start-Time
1		Introduction to the Course & Projects; Getting to Know Each Other		Weekly Homework #1
2		What is Hospitality Marketing?	1	Weekly Homework #2
3		Strategic Planning – Part 1	2(1) - 2(3)	Weekly Homework #3
4		Strategic Planning – Part 2	2(4) - 2(6)	Weekly Homework #4
5		Consumer Behavior: How People Make Buying Decisions	3	Weekly Homework #5
6		Market Segmenting, Targeting & Positioning	5	Weekly Homework #6
7		Creating, Developing and Managing Offerings	6 (1), 7	Project Team Building; Weekly Homework #7
8		Midterm: Chs. 1-7 (Except Ch. 4)		
9		Using Marketing Channels to Create Value for Customers	8	Project Topic; Weekly Homework #8
10		Gathering and Using Information Marketing Research & Market Intelligence	10	Weekly Homework #9
11		Integrated Marketing Communications & The Changing Media Landscape	11	Weekly Homework #10
12		Price, the Only Revenue Generator	15	Weekly Homework #11
13		The Marketing Plan	16	Weekly Homework #12
14		Project Presentations		Project Due (Report, PPT, Peer Review)
15		Final Exam: Chs. 8, 10, 11, 15, 16		

Note: No makeup assignments will be accepted.

Diversity and Inclusive Education

This course welcomes students from all backgrounds, experiences and perspectives. In accordance with the City Tech and CUNY missions, this course intends to provide an atmosphere of inclusion, respect, and the mutual appreciation of differences so that together we can create an environment in which all students can flourish. It is the instructor's goal to provide materials and activities that are welcoming and accommodating of diversity in all of its forms, including race, gender identity and presentation, ethnicity, national origin, religion, cultural identity, socioeconomic background, sexuality and sexual orientation, ability, neurodivergence, age, and etc. Your instructor is committed to equity and actively seeks ways to challenge institutional racism, sexism, ableism and other forms of prejudice. Your input is encouraged and appreciated. If a dynamic that you observe or experience in the course concerns you, you may respectfully inform your instructor without fear of how your concerns will affect your grade. Let your instructor know how to improve the effectiveness of the course for you personally, or for other students or student groups. We acknowledge that NYCCT is located on the traditional homelands of the Canarsie and Lenape peoples.

Student Accessibility

Qualified students with disabilities, under applicable federal, state, and city laws, seeking reasonable accommodations or academic adjustments must contact the Center for Student Accessibility for information on City Tech's policies and procedures to obtain such services. Students with questions on eligibility or the need for temporary disability services should also contact the Center at The Center for Student Accessibility:

<http://www.citytech.cuny.edu/accessibility/>

Professionalism and Participation

The Department of Hospitality Management follows industry standards in order to educate, develop and mentor future hospitality and tourism professionals. In order to successfully complete a course, students must consistently participate in class and meet deadlines.

NYC College of Technology Statement on Academic Integrity

Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.

As stated in the Academic Integrity Policy Manual,

"academic dishonesty occurs when individuals plagiarize or cheat in the course of their academic work. Plagiarism is the presenting of someone else's ideas without proper credit or attribution. Cheating is the unauthorized use or attempted use of material, information, notes, study aids, devices or communication during an academic exercise."

The complete text of the College Academic Integrity Policy Manual may be found on the College website.

Statement of Classroom Behavior

Each student has the right to study and learn in a comfortable, safe, supportive environment that promotes self-esteem – free of fear, humiliation, intimidation, offensive or suggestive language.

Use of Electronic Devices

The use of cellular phones and audio equipment in all academic and study areas of the college is prohibited. Students are not permitted to take calls or text message during class. Students may not use their cell phones as calculators. In some instances, an instructor may allow the use of personal electronic devices for in class activities.

Writing Style Statement

The hospitality management department requires that all written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. This includes editorial formats, abbreviations, use of statistics, graphs, citations and references. Visit the City Tech Library website for APA Style Guides.

MS Office Suite Assignment Submission Guidelines

Students are expected to use MS Office Suite including Outlook, Word, PowerPoint and Excel unless otherwise stated. Students are entitled to a subscription, which is available through the CUNY Portal or Blackboard.

HM Department Calendar