

**HOSPITALITY SERVICES MARKETING MANAGEMENT**  
**HMG T 4702**  
**Fall 2019**

<b>Instructor</b>	Dr. Amit Mehrotra	<b>Course Section</b>	E580
<b>E-mail</b>	<a href="mailto:amehrotra@citytech.cuny.edu">amehrotra@citytech.cuny.edu</a>	<b>Day</b>	Wednesday
<b>Phone</b>	718-260-5528	<b>Location</b>	Namm 226
<b>Office</b>	Namm 200	<b>Time</b>	6:00 pm - 8:30 pm
<b>Office Hours</b>	Monday 2 pm – 3 pm	<b>Class Hours</b>	3
	Wednesday 4:30 pm – 6:00 pm	<b>Lab Hours</b>	0
	And by appointment	<b>Credits</b>	3

### 1. COURSE DESCRIPTION

Relationship among the various components of the hospitality industry and the markets it serves. Study of the corporate mission, goals, vision statement, company history, customer perception, environment and social factors as influences on profitability; techniques for analyzing business, strategy formation and implementation.

### 2. COURSE OBJECTIVES

Upon completion of HMG T 4702, students will be able to

- Demonstrate the unique characteristics of service marketing.
- Identify and describe various marketing strategies that are employed in today's successful service enterprises.
- Identify and analyze strategic elements of service marketing and their impact on revenue and profitability.
- Analyze and explain current service marketing and management issues.
- Demonstrate an understanding of industry specific key language and concepts.

### 3. STUDENT LEARNING OUTCOMES and ASSESSMENT

<b>Student Learning Outcomes</b>	<b>Method of Assessment</b>
a. Identify and summarize the distinctive characteristics of service marketing and management (HMG T: Knowledge; Gen Ed: Skill)	Class participation, case study and current event analysis, exam
b. Recognize and paraphrase the relationship between the internal workplace environment and customer satisfaction (HMG T: Knowledge; Gen Ed: Integration)	Class participation, case study and current event analyses, exam
c. Identify and exemplify the three physical dimensions of a service environment (HMG T: Knowledge, Skills; Gen Ed: Integration)	Project
d. Compare, contrast, and analyze hospitality website elements to personal experience (HMG T: Knowledge, Skills; Gen Ed: Integration)	Project

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| e. Define and describe service industry language and concepts (HMG T: Knowledge; Gen ED: Knowledge, Integration) | Class participation, exam |
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#### 4. PREREQUISITES

HMG T 3501, HMG T 3502, HMG T 3602

#### 5. TEXT

- Required readings from current literature, web-based activities and case studies will be posted on Blackboard.

#### 6. GRADING SYSTEM

Grade Breakdown	Percentage
Participation (Homework, In-class Discussion & Activity, etc.)	15%
This Week in the Twitterverse (2 Postings & Comments each week)	10%
Project: Servicescaping (INDV.)	
Report: Website Servicescaping	25%
Presentation: Enterprise Servicescaping	25%
Final Exam (Comprehensive Essays)	25%
<b>Total</b>	<b>100%</b>

##### Achievement Score Calculation:

Achievement score = (All points earned) ÷ (Total possible points) × 100. Round off to the first digit after the decimal point. For example, 95.57 ⇒ 95.6 (A grade); 91.94 ⇒ 91.9 (A- grade); 81.95 ⇒ 82.0 (B- grade); 65.64 ⇒ 65.6 (D grade); 51.94 ⇒ 51.9 (Fail).

- No curve will be applied to the final grade.
- No “Incomplete” grade will be given for this course.
- A grade of ‘WU’ (unofficial withdrawal with penalty) will be assigned if you do not complete course requirements.
- Discussion of grades will be done during my office hours.

#### 7. ASSIGNMENT AND EXAM MAKE-UP POLICY

- Only midterm and final projects will be collected through Blackboard. You should upload your papers and presentation materials (e.g., PowerPoint or Prezi) to BB prior to the start of class. No late submission will be accepted and there is NO flexibility on this policy.
- All exams (i.e., midterm project, semester presentation and final exam) must be completed on the date assigned. Make-up presentations or exams will be evaluated at the instructor’s discretion ONLY when arrangements have been made **prior to** the scheduled event. Students are required to provide documentation before make-up exams allowed. Failure to take the makeup exam will result in a score of zero for the exam.

## 8. ORAL PRESENTATION STYLE STATEMENT

- The Hospitality Management department has developed a standardized format for all oral presentations. **A zero point will be given if you fail to present.** Refer to oral presentation rating form and *Effective Speaking Guidelines*.

## 9. WRITING STYLE STATEMENT

- The Hospitality Management department has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association, 5<sup>th</sup> edition as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides.
- All papers must be computer generated, double-spaced on white bond or computer paper (8½ " x 11" with no holes), standard margins (1" top x 1" bottom x 1" left x 1" right), Times New Roman typeface, 12 points. Correct spelling, sentence structure and grammatical construction are expected. Proofreading is a given!
- Standard title (cover) page must include assignment name centered on the title page; one double space below, type student's name; one double space below, type course title / section number; one double space below, type instructor's name; one double space below, type due date; all entries are centered under assignment name. Exceptions to standardized format: Memoranda follow a standard memo format.

## 10. DISABILITY, LANGUAGE, AND OTHER ACCOMMODATIONS

If you have, or suspect you may have, any type of disability or learning problem that may require extra assistance or special accommodations, please speak to me privately after class or during my office hours as soon as possible so I can help you obtain any assistance you may need to successfully complete this course. If you need any accommodations for this course, please contact The Center for Student Accessibility at 718-260-5143. Additionally, students should consult with the instructor as far in advance as possible if intending to request special accommodations of any type.

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**Departmental Policy**

**Course Schedule**

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

<b>Week</b>	<b>Topics</b>	<b>Homework</b>	<b>Events</b>
<b>1</b> Aug 28	Introduction to the Course & Project Why Study Services Review of the 4Ps & the SWOT Analysis	<ul style="list-style-type: none"> <li>• Sign up the websites! a. Blackboard c. Twitter</li> </ul>	
<b>2</b> Sep 4	Twitter Service Definition The Four Distinctive Characteristics of Service Management Service Theater Model The Experience Economy	<ul style="list-style-type: none"> <li>• Find out how a service firm can create and deliver memorable customer experiences.</li> </ul>	
<b>3</b> Sep 11	Introduction to Servicescaping	<ul style="list-style-type: none"> <li>• Double check the meeting location and the time of field trip.</li> </ul>	Field Trip
<b>4</b> Sep 18	Elaboration on Servicescaping The Bitner Model Service Product Creation	<ul style="list-style-type: none"> <li>• Complete a team exercise.</li> <li>• <b>Begin the Twitter Project.</b></li> </ul>	Twitter Q&A
<b>5</b> Sep 25	Branding & Advertising Positioning Services Midterm & Final Projects Overview	<ul style="list-style-type: none"> <li>• Find examples of good or poor branding in the service sector.</li> <li>• Find examples of successful advertising campaigns in the service sector.</li> <li>• Explore and finalize the project topic.</li> </ul>	
<b>6</b> Oct 2	The Service Profit Chain	<ul style="list-style-type: none"> <li>• Find out various ways to enhance employee satisfaction with a service firm.</li> </ul>	Project Topic Sharing
<b>7</b> Oct 23	Customer Relationship Management Gaps Model The Complaint & Response Letters	<ul style="list-style-type: none"> <li>• Explore customer loyalty/reward programs, and compare/contrast various reward programs.</li> </ul>	Midterm report due date is approaching! Field Trip
<b>8</b> Oct 30	Corporate Ethics & Social Behavior Political and Social Influences Affecting Group Decisions	<ul style="list-style-type: none"> <li>• Find an example of service firms, influenced by social/political factors in making an organizational decision.</li> </ul>	<b>Midterm Due</b>
<b>9</b> Nov 6	Demand & Supply Management Managing Waiting Lines	<ul style="list-style-type: none"> <li>• Find out various techniques that service businesses apply to manage the customers' waiting time.</li> </ul>	
<b>10</b> Nov 13	Hospitality Websites & Search Engine Marketing	<ul style="list-style-type: none"> <li>• Find effective service business website designs.</li> <li>• Investigate various ways to measure the website effectiveness.</li> </ul>	Field Trip*
<b>11</b> Nov 20	Social Media, Mobile Technology, etc.	<ul style="list-style-type: none"> <li>• Find a service firm that has successfully adopted social media or mobile technology.</li> </ul>	
<b>12</b> Nov 27	Service Leaderships & Future Challenges	<ul style="list-style-type: none"> <li>• Identify your role model in the service sector.</li> <li>• <b>End the Twitter Project.</b></li> </ul>	Final project due date is approaching!
<b>13</b> Dec 4	<b>Project Presentations 1 – Last name: A-M</b>	<ul style="list-style-type: none"> <li>• <b>UPLODAD your PowerPoint to BB.</b></li> <li>• <b>NO LATE SUBMISSION</b> will be accepted!</li> <li>• Presentation 8-10 minutes each.</li> </ul>	<b>Presentation is a requirement!</b>
<b>14</b> Dec 11	<b>Project Presentations 2 – Last name: N-Z</b>		
<b>15</b> Dec 18	<b>Final Exam – Comprehensive Essays</b>	Hooray! You're done! Find out your grades on BB.	

**\*Teaching content may be adjusted in case of Field Trip.**

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**Note:**

- a. Upload the midterm & final projects to Blackboard (**No email submission or late submission will be accepted; A ZERO will be given if you fail to present on the assigned date**).
- b. The Twitter Project will proceed from Week 4 to Week 12. Use the hashtag #SM4702 on your postings.
- c. Other assignments will be marked as in-class participation.

**MISSION STATEMENT**

The mission of the Department of Hospitality Management of New York City College of Technology is to provide students with a hospitality career education that integrates applied management practices and theory with liberal arts and sciences. To fulfill its mission, the department will: offer a comprehensive applied management curriculum; provide students with the necessary professional and communications skills for successful careers; foster an understanding of social responsibility through involvement in community service.

**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:

300 Jay Street, room L-237, 718 260 5143. <http://www.citytech.cuny.edu/accessibility/>

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

**STATEMENT OF ACADEMIC DISHONESTY AND PLAGIARISM**

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."

**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

**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**

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As stated in the Student Handbook, 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 has developed a standardized format for all written assignments. Written work must be prepared using APA Style Publication Manual of the American Psychological Association as a reference guide. All editorial formats, abbreviations, use of statistics, graphs, citations and references must conform to APA style. Footnotes are not permissible. Visit the City Tech Library website for APA Style Guides. {Revised May 22, 2019}

**HM Department Calendar** (*available from department office – attach*)