

HOSPITALITY SERVICES MARKETING MANAGEMENT
HMG 4702
Term 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

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.

Prerequisites

HMG 3501, HMG 3502, HMG 3602

Course Objectives

Upon completion of HMG 4702, students will be able to

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

Student Learning Outcomes	Method of Assessment
a. Identify and summarize the distinctive characteristics of service marketing and management (HMGT: Knowledge; Gen Ed: Skill)	Participation & Professionalism, Case study and Current Event Analysis, Final exam
b. Recognize and paraphrase the relationship between the internal workplace environment and customer satisfaction (HMGT: Knowledge; Gen Ed: Integration)	Participation & Professionalism, Case study and Current Event Analysis, Servicescaping Project Presentation, Final exam
c. Identify and exemplify the three physical dimensions of a service environment (HMGT: Knowledge, Skills; Gen Ed: Integration; PLO #4)	Servicescaping Project Report, Servicescaping Project Presentation
d. Compare, contrast, hospitality website elements to personal experience (HMGT: Knowledge, Skills; Gen Ed: Integration; PLO #3, #4)	Servicescaping Project Report, Servicescaping Project Presentation
e. Define and describe service industry language and concepts (HMGT: Knowledge; Gen ED: Knowledge, Integration)	Participation & Professionalism, Case study and Current Event Analysis, Final exam

Grading Procedure

Participation & Professionalism (homework, in-class discussion/activities)	20%
Case Study & Current Event Analysis	20%
Servicescaping Project	
Report	20%
Presentation	20%
Final Exam	<u>20%</u>
Total	100%

Assignments

- a. Participation & Professionalism
 - *Participation*: the instructor will monitor students' participation in in-class exercises/discussions. **No missed participation** exercise will be allowed.
 - *Professionalism*: this course requires professional and respectful classroom behavior. Students engaging in the following activities (including but not limited to), cell phone usage, inappropriate posture, reading non-class materials, and chatting/sleeping/eating will be continuously monitored and such behavior will be reflected in the grade.
- b. Case Study & Current Event Analysis
 - Read **TWO** articles **WEEKLY** on the assigned topics and post them with a comment on Twitter. **This assignment is due at the start of a class meeting. No late work will be accepted.**
- c. Servicescaping Project (the rubrics for written report and oral presentation are on pp. 6-7)
 - *Report*: Conduct a '*digital*' servicescape analysis for a selected local hospitality venue and summarize the results of the study in APA style.

- *Presentation*: Conduct a 'physical' servicescape analysis for the venue and compare online servicescapes to offline servicescapes.

d. Final Exam

- A comprehensive essay exam will be given at the end of the semester.

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

No required text

Suggested Texts and Readings

Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56, 57-71.

Kim, H., & Fesenmaier, D. R. (2008). Persuasive design of destination websites: an analysis of first impression. *Journal of Travel Research*, 47, 3-13.

Lovelock, C., & Wirtz, J. (2017). *Essentials of services marketing*. 3rd ed. Harlow, Essex: England, Pearson.

Pine II, B. J., & Gilmore, J. H. (1998). *Welcome to the experience economy*. Harvard Business School Press. Retrieved from <https://hbr.org/1998/07/welcome-to-the-experience-economy>

Yongme, M., & Queich, J. (2018). Starbucks: delivering customer service. *Harvard Business School Press*, Retrieved from <https://hbsp.harvard.edu/product/504016-PDF-ENG>

Course Materials

N/A

Rubrics

New York City College of Technology, CUNY
Department of Hospitality Management

Student Name:

Course:

Section Number:

Servicescape Project Report Rubric

Instructions: Check in only one box after each of the questions; Use a No. 2 pencil, blue or black ballpoint pen (not gel pens).

Performance Indicator	1- Does Not Meet Criteria	2- Approaches Criteria	3- Meets Criteria	4- Exceeds Criteria
Company Overview	More than one necessary part of about the company is missing.	Basic description of the company, description of the company that includes the nature of the business, main products/services, types of ownership, location with the possible exception of one.	Basic description of the company, description of the company that includes the nature of the business, main products/services, types of ownership, location, and so on.	Detailed description of the company that includes the nature of the business, main products/services, types of ownership, location, and so on.
Environmental Dimensions of Servicescapes	No/very limited understanding or analysis of the ambience conditions, space/function, signs/symbols/artifacts of the selected business are demonstrated in the paper	Very basic understanding and analyses of the ambience conditions, space/function, signs/symbols/artifacts of the selected business are demonstrated in the paper.	Some understanding and analyses of the ambience conditions, space/function, signs/symbols/artifacts of the selected business are demonstrated in the paper.	Good understanding as well as in-depth/accurate analyses of the ambience conditions, space/function, signs/symbols/artifacts of the selected business are demonstrated in the paper.
Internal Responses	Only a few anticipated cognitive, emotional, and physiological responses are briefly discussed; Unique or "distinguishing characteristics" of the servicescapes are not identified.	Some of the anticipated cognitive, emotional, and physiological responses are discussed; Unique or "distinguishing characteristics" of the servicescapes are identified with weak reasoning.	All of the anticipated cognitive, emotional, and physiological responses are discussed as a customer or an employee; Unique or "distinguishing characteristics" of the servicescapes are identified and described with logical reasoning.	All of the anticipated cognitive, emotional, and physiological responses are well-discussed as a customer as well as an employee; Unique or "distinguishing characteristics" of the servicescapes are clearly identified and described with logical reasoning.
Supporting Evidence	Analysis is not supported by details (unable to find specific details), and no relevant information was obtained or information sources were valid.	Analysis is barely supported by details (details are somewhat sketchy), and only a couple of relevant information was obtained and information sources are valid.	Analysis is somewhat supported by details, and some relevant information was obtained and information sources are valid.	Analysis is well supported by details, and all relevant information was obtained and information sources are valid.
Organization	Poorly organized; no logical progression; beginning and ending are vague.	Somewhat organized; points jump around; beginning and ending are unclear.	Not excellent but reasonably organized; points are somewhat jumpy; sense of beginning and ending.	Well-organized; points are logically ordered; sharp sense of beginning and end.
Format & Reference	Does not adhere to APA format or given instructions; no sense of introduction, body, conclusion; does not contain all sections required; handwritten/sloppy in appearance; the company website and references are not cited in APA.	Minimally follows the APA format or given instructions; some sense of organization and structure; contains all sections, but the content within each section is not appropriate; the company website and references are accurately cited in APA with major errors.	Mostly follows the APA format or given instructions; contains all sections, whose content is generally correct with only occasional lapses; minor edits are required; the company website and references are accurately cited in APA with minor errors.	Accurately follows the APA format or given instructions; all sections are present and clearly labeled; each section contains all of the appropriate information; the company website and references are accurately cited in APA.
Language	Numerous errors in spelling, grammar, verb tense and punctuation; no paragraphs, numerous fragmented sentences; extremely limited vocabulary; use of language impedes meaning because of errors in usage.	Several instances of grammatical errors and demonstrates a lack of editing; sentence structure is simplistic, little variety; although there are errors, uses language that conveys meaning to readers.	Few errors in spelling, grammar, verb tense and punctuation; sentence structure (subject and predicate) is generally correct although still simplistic and occasionally repetitious.; generally straightforward language that conveys meaning to the readers.	Very few errors in sentence structure and mechanics; exhibits good to excellent command of language and professional terminology; sentences are complex and vocabulary is sophisticated; skillfully communicates meaning to readers with clarity and fluency.

Grading Points:

Last Updated Fall 2018

Student Name:

Course:

Section Number:

Servicescape Project Presentation Rubric

Instructions: Check in only one box after each of the questions; Use a No. 2 pencil, blue or black ballpoint pen (not gel pens).

Performance Indicator	1- Does Not Meet Criteria	2- Approaches Criteria	3- Meets Criteria	4- Exceeds Criteria
Organization (coherence)	Presenter does not follow logical sequence (jumps around in presentation) and displays neither clear introductory nor closing remarks.	Presenter follows some level of sequence with discernible theme, but concepts and ideas are loosely connected and introductory and closing remarks are missing.	Presenter follows logical sequence but fails to elaborate, and introductory or closing remarks are missing.	Presenter follows logical sequence and provides explanations/elaboration, delivers clear opening and closing remarks that capture the attention of the audience and set the mood, and provides a "road map" for the audience.
Content (quality and quantity of analysis)	Presentation contains superficial and/or minimal content of online and offline servicescapes.	Presentation contains limited content of online and offline servicescapes with inadequate elaboration or explanation.	Presentation contains sufficiently developed content of online and offline servicescapes with adequate elaboration or explanation.	Presentation contains substantial, specific, and/or illustrative content of online and offline servicescapes, demonstrating strong development and sophisticated ideas.
Subject Knowledge (synthesis; Q&As)	Presenter does not have grasp of servicescape, fails to synthesize and compare main points of online/offline servicescapes, and is unable to accurately answer questions about the topic.	Presenter demonstrates basic knowledge of servicescape, fails to synthesize and compare main points of online/offline servicescapes, and is able to accurately answer only a few questions about the topic.	Presenter is at ease with the information, synthesizes and compares main points of online/offline servicescapes, and is able to accurately answer most questions posed.	Presenter demonstrates full knowledge of servicescape (more than required), synthesizes and compares main points of online/offline servicescapes appropriately, and is able to answer all class questions with explanations and elaboration.
Multimedia Support & Visual Aids (charts, animation, graphics, handouts, posters, videos, slides, sound)	Presentation includes no multimedia or uses it in distracting or ineffective manner (difficult to read, has errors &/or typos, etc.).	Presentation includes little multimedia or uses it in distracting or ineffective manner (difficult to read, has errors &/or typos, etc.).	Presentation includes limited multi-media that enhance the overall presentation; Easy to read and informative, but not outstanding.	Presentation includes a balanced use of appropriate multimedia that enhances the overall presentation (at least three effective graphics for analysis/comparison, easy to read, attractive, informative, and error free).
Reference (APA style)	No supporting evidences are cited accurately in APA.	Some supporting evidences are cited accurately in APA.	Most of supporting evidences are cited accurately in APA.	All supporting evidences are cited accurately in APA.
Delivery (contact with the audience; taking the target group into account)	Presenter makes no contact with the audience; language use and non-verbal communication are inappropriate to the occasion.	Presenter makes some contact with the audience; language use and non-verbal communication are not suited most of the time.	Presenter makes good contact with the audience but small deficiencies can be detected; language use and non-verbal communication are generally suited to the occasion.	Presenter makes excellent contact and cooperation with the audience; for example, language use and nonverbal communication are suited to the occasion.
Grading Points:				

Last updated Fall 2018

Selected Bibliography

- Confessore, N., Dance, G. J. X., Harris, R., & Hansen, M. (2018) The follower factory. *The New York Times*. Retrieved from <https://www.nytimes.com/interactive/2018/01/27/technology/social-media-bots.html>
- Hall , K. (2019). *Stories that stick: How storytelling can captivate customers, influence audiences, and transform your business*. New York, NY: HarperCollins Leadership.
- Hopkins, C. D., Grove, S. J., Raymond, M. A., & LaForge, M. C. (2009). Designing the e-servicescape: implications for online retailers. *Journal of Internet Commerce*, 8, 23-43.
- Hospitality Sales and Marketing Association International (2019). *HSMIA-CHDM book*. 2nd ed., Retrieved from <http://digital.graphcompubs.com/allarticle/23310/203889/203889/allarticle.html#>
- Lin, I. Y., & Mattila, A. S. (2010). Restaurant servicescape, service encounter, and perceived congruency on customers' motions and satisfaction. *Journal of Hospitality Marketing & Management*, 19, 819-841.
- Lovelock, C., & Wirtz, J. (2017). *Services marketing: people, technology, strategy*, 8th ed. Derby, England: Pearson.
- Hwang, J. (2008). Restaurant table management to reduce customer waiting times. *Journal of Foodservice Business Research*. 11(4), 334-351.
- Pulizzi, J. (2013). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. New York, NY: McGraw-Hill Education.
- Scott, D. M. (2017). *The new rules of marketing & PR: How to use social media, online video, mobile applications, blogs, news releases & viral marketing to reach buyers directly*. 6th ed., Hoboken, NJ: Wiley.
- The Disney Institute., & Kinni, T. (2011). *Be our guest: perfecting the art of customer service*. New York, NY: Disney Editions.
- Tuten, T. L., & Solomon, M. R. (2020). *Social media marketing*. 3rd ed., Thousand Oaks, CA: Sage.

Class Meeting Schedule

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

Week	Date	Topics
1		Introduction to the Course & Projects Review the 4Ps & the SWOT Analysis Why Study Services?
2		Service Definition & Characteristics Consumer Behavior in the Experience Economy Services Theater Model
3		Introduction to Servicescape The Bitner's Servicescape Model
4		Digital Servicescapes Congruency between Digital and Physical Servicescapes
5		Delivering Services & Service Blueprint
6		Website as a Marketing Tool & Effective Website Design
7		Marketing on Google & Key Measurement Index on the Web
8		Social Media and Mobile Marketing Managing Online Reviews
9		Sharing Economy
10		Customer Relationship Management (CRM) Managing Negative Customer Service Experience
11		Managing Loyal Customers
12		Service Leaderships & Future Challenges
13		Project Presentations – Part I
14		Project Presentations – Part II
15		Exam

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/>

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.

HM Department Calendar