

HOSPITALITY MARKETING
HMGT 2405
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

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)

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

Student Learning Outcomes	Method of Assessment
a. Define, interpret and apply marketing and advertising relationships (HMG T: Knowledge, Gen Ed: Skills, Communication, Inquiry /Analysis) {PLOs #3, #4}	Class Participation & Professionalism, Marketing Plan Project, Midterm, Final exam
b. Recognize and characterize service characteristics of hospitality and tourism businesses (HMG T: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication) {PLOs #3, #4}	Class Participation & Professionalism, Marketing Plan Project, Midterm, Final exam
c. Restate and distinguish primary considerations in pricing and promoting hospitality and tourism products (HMG T: Knowledge, Gen Ed: Ethics/Values) {PLO #4}	Class Participation & Professionalism, Marketing Plan Project, Midterm, Final exam
d. Recognize and evaluate consumer characteristics affecting purchasing behavior of hospitality related experience (HMG T: Knowledge, Gen Ed: Skills, Inquiry/Analysis, Integration, Communication) {PLOs #3, #4}	Class Participation & Professionalism, Marketing Plan Project, Midterm, Final exam

Grading Procedure

Class Participation & Professionalism (quiz, homework, in-class activity/discussion)	25%
Marketing Plan Project	
Report	10%
Presentation	10%
Peer Review	5%
Midterm	25%
Final	25%
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 reflected in the grade.
- b. Marketing Plan Project (the rubrics of written report and oral presentation are on pp. 9-10)
 - *Report*: Students will be asked to create a marketing campaign for the selected hospitality venue in New York City. A team report must follow APA guidelines.
 - *Presentation*: Student teams will be asked to present their marketing campaign for 10 minutes.
 - *Guidelines*: See the guidelines attached.
 - *Late Work*: **This assignment is due to the start of a class meeting.** Late work is acceptable, with a deduction of 10%.

c. Exams

- Two tests (midterm and final exams) include multiple choice, true/false, fill-in-the-blanks, short answer 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

No Required Text

Suggested Texts and Readings

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

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

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

Additional readings will be provided through Blackboard.

Course Materials

None

Rubrics

Next pages

Marketing Plan Report Evaluation Rubric

Business Name: _____

Team No.: _____

Category	Item	Points Earned
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CURRENT BUSINESS ANALYSIS		
Company Overview	<ul style="list-style-type: none"> Brief description of the company. 	
Environmental Analysis	<ul style="list-style-type: none"> Key trends in the industry that influence the selected business, its competitors, and consumers SWOT analysis for the selected business 	
Competitive Analysis	<ul style="list-style-type: none"> Who/where are the competitors (direct/indirect)? What/who is the market? What is your advantage? Perception of product by consumer 	

MARKETING PROPOSAL AND RECOMENDATION		
Marketing Objective	<ul style="list-style-type: none"> The marketing objectives and goals are clearly related to the company/organization mission. Objectives and goals are clearly stated, and appropriately quantified and measurable. Motives 	
Consumer Analysis & Profile	<ul style="list-style-type: none"> What is the selected target market? Why did you choose the market? Demographic & psychographic characteristics of market Behaviors of target market Market research 	
Marketing Plan	<ul style="list-style-type: none"> Describe the proposed marketing plan using the marketing mix elements. 	
Summary & Conclusion	<ul style="list-style-type: none"> Closing remarks and/or recommendations 	

TECHNICAL BUSINESS WRITING		
Organization	<ul style="list-style-type: none"> Organization is logical and appropriate to assignment; paragraphs are well-developed and appropriately divided; ideas linked with smooth and effective transitions. 	
Supporting Evidence	<ul style="list-style-type: none"> Appropriate evidence is used to support ideas. 	
Language	<ul style="list-style-type: none"> Spelling, grammar, punctuation, sentence Structure. Follow proper transitions. Professional terminology. Clarity and fluency in writing 	
Documentation & References	<ul style="list-style-type: none"> Appropriate use of in-text citations, reference list, bibliography to properly document sources Follows APA style accurately and professionally. 	

OVERALL MARKERING PLAN TOTAL SCORE	
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Marketing Plan Presentation Evaluation Rubric

Business Name: _____

Team No.: _____

	1	2	3	4
Appearance	Inappropriate attire.	Casual attire.	Appropriate attire.	Professionally business attire.
Organization	Organizational pattern is not observable within the presentation.	Organizational pattern is intermittently observable within the presentation.	Organizational pattern is clearly and consistently observable within the presentation.	Organizational pattern is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.
Central Message	Central message can be deducted, but is not explicitly stated in the presentation.	Central message is basically understandable but is not often repeated and is not memorable.	Central message is clear and consistent with the supporting material.	Central message is compelling.
Delivery	Delivery techniques detract from the understandability of the presentation, and speaker appears uncomfortable.	Delivery techniques make the presentation understandable, and speaker appears tentative.	Delivery techniques make the presentation interesting, and speaker appears comfortable.	Delivery techniques make the presentation compelling, and speaker appears polished and confident.
Supporting Material	Insufficient supporting materials make reference to information or analysis that minimally supports the presentation.	Supporting materials make appropriate reference to information or analysis that partially supports the presentation.	Supporting materials make appropriate reference to information or analysis that generally supports the presentation.	A variety of types of supporting materials make appropriate reference to information or analysis that significantly supports the presentation.
Language	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not 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 thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.

Peer Assessment for Team Project

Your Name: _____

Team No.: _____

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.

Evaluation Criteria	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.				
TOTALS				

1. Briefly describe your contribution to the cooperative learning project:

2. How effectively did your group work?
3. Were the behaviors of any of your team members particularly valuable or detrimental to the team? Explain.
4. What did you learn about working in a group from this project that you will carry into your next group experience?

Selected Bibliography

- Berger, J. (2013). *Contagious: Why things catch on*. New York, NY: Simon & Schuster.
- Bojanic, D. C. & Reid, R. D. (2016). *Hospitality marketing management*. Hoboken, NJ: Wiley
- Dib, A. (2016). *The 1-page marketing plan: Get new customers, make more money, and stand out from the crowd*. Miami, FL: Successwise.
- Kim, E. (2019). *HMGT 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*. Harlow, Essex, England: 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*. La Jolla, CA: 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*. Hoboken, NJ: Wiley
- The Disney Institute., & Kinni, T. (2011). *Be our guest: perfecting the art of customer service*. New York, NY: Disney Editions.

Class Meeting Schedule

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

Week	Topics	Scheduled/Due
1	Introduction to the Course & Projects Why Study Marketing?	
2	Introduction to Hospitality Marketing	
3	The External Environment	
4	Understanding Consumer Behavior	
5	Market Segmentation & Positioning	
6	Developing A Marketing Plan	
7	Information for Marketing Decisions	
8	Midterm & Marketing Plan Project	
9	Product Strategy	
10	Price Strategy	
11	Place Strategy	
12	Promotion Strategy	
13	Putting It All Together	
14	Project Presentations	
15	Final 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

NEW YORK CITY COLLEGE OF TECHNOLOGY, CUNY DEPARTMENT OF HOSPITALITY MANAGEMENT

SPRING 2020 CALENDAR

The chart below lists the dates for all class meetings for the term. Those who may anticipate difficulties are advised to make necessary arrangements to attend all class meetings.

♦ **Note date changes:**

♦ Tuesday, April 7th classes follow a Wednesday schedule
♦ May 15th is Reading Day. No classes scheduled; college is open for students to study.

#	MON	TUES	WED	THURS	FRI	SAT	SUN
1	Jan 27	Jan 28	Jan 29	Jan 30	Jan 31	Feb 1	Feb 2
2	Feb 3	Feb 4	Feb 5	Feb 6 ♠	Feb 7	Feb 8	Feb 9
3	Feb 10	Feb 11	Feb 19	Feb 13 ♥	Feb 14	Feb 15	Feb 16
4	Feb 24	Feb 18	Feb 26	<u>Feb 20</u>	Feb 21	Feb 22	Feb 23
5	Mar 2	Feb 25	Mar 4	Feb 27 ♠ §	Feb 28	Feb 29	Mar 1
6	Mar 9	Mar 3	Mar 11	Mar 5 T	Mar 6	Mar 7	Mar 8
7	Mar 16	Mar 10	Mar 18	Mar 12 K	Mar 13	Mar 14	Mar 15
8	Mar 23	Mar 17	Mar 25	Mar 19 ♠	Mar 20	Mar 21	Mar 22
9	Mar 30	Mar 24	Apr 1	<u>Mar 26</u>	Mar 27	Mar 28	Mar 29
10	Apr 6	Mar 31	Apr 7 ♠	Apr 2 §	Apr 3	Apr 4	Apr 5
11	Apr 20	Apr 21	Apr 22	Apr 23 ☼	Apr 17	Apr 18	Apr 19
12	Apr 27	Apr 28	Apr 29	<u>Apr 30</u>	Apr 24	Apr 25	Apr 26
13	May 4	May 5	May 6	May 7 T	May 1	May 2	May 3
14	May 11	May 12	May 13	May 14	May 8	May 9	May 10
15	May 18	May 19	May 20	May 21	May 22	May 16	May 17

IMPORTANT DATES FOR SPRING 2020

Registration begins Wednesday, April 1. Make an appointment with your advisor prior to your registration date.	
No production March 15-21	BTech, Monday, May 11
Last day to withdraw with a "W" grade, Wednesday, April 1	Final grades due Thursday, May 28
Club Events	Dates
☼ American Culinary Federation (ACF)	12:45 pm / N206 April 23 ☼
♠ Cooks in the Market Club	12:45 pm / TBD ♠
<u>The Anna Nurse Culinary Workshop Series</u>	12:45 pm / N206 Feb. 20, March 26, April 30
T Tea Club	12:45 pm / N206 March 5, May 7 T
♥ Spoons Across America Club	12:45 pm / N206 February 13 ♥
♠ Garden Club	12:45 pm / N201 February 27, March 19 ♠
♠ Summer 2020 International Work & Study Meeting	12:45 pm / N206 February 6 ♠
§ Hospitality Sales & Marketing Association International Club	12:45 pm / N206 February 27, April 2 §
K Special Event: USHG Recruitment Workshop	12:45 pm / N206 March 12 K