



UNIVERSITY of MARYLAND
EASTERN SHORE

SCHOOL of BUSINESS AND TECHNOLOGY
Department of Hospitality and Tourism Management

Richard A. Henson Center, Room 2100
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COURSE OUTLINE – SYLLABUS

1. **GENERAL INFORMATION:**

1.1 Course: HMGT 350 – Marketing Hospitality and Leisure Services –
3 Credit Hrs.

1.2 Meeting Time: This is an on-line 100% internet only course

1.3 Instructor: Richard Gormley
rpgormley@umes.edu (410) 651-6562

1.4 Text: Marketing Essentials in Hospitality and Tourism
Shoemaker and Stowe ISBN 0-13-170827

1.5 Office Hours: M-F 9:00 a.m. - 4:30 p.m. (except class times)

1.6 **HTM Department Mission and Philosophy:** Please see UMES Catalog 2011- 2013, pg. 380. The mission of the Department of Hospitality and Tourism Management (HTM) within the School of Business and Technology is to prepare entry level hospitality management professionals with **essential skills** for long term hospitality career success and industry leadership.

1.7 **Disability Statement:** Students capable of success, regardless of their disabilities are admitted to the university. The faculty and staff of the University of Maryland Eastern Shore work cooperatively to assist their students in achieving their educational goals. Moreover, students with disabilities are accommodated in accordance with both federal and state laws. To receive special accommodations for a disability, the student must register with Student Disability Services (SDS) before any accommodations can be granted. At the time of registering for disability services, please bring documentation to support your claimed disability. The documentation must be recent and provided by a licensed professional with expertise in the special disability area. If you have any questions about disability services or accommodations, please contact Dr. Dorling K. Joseph at (410) 621-3446. Student Disability Services (SDS) is located in the Student Services Center (SSC, Suite 2165).

2. COURSE DESCRIPTION:

Focusing on the application of marketing principles and techniques to the hospitality and travel industries, this course examines how the marketing concepts of product, place, price and promotion can be effectively utilized in the hospitality industry. Practical applications of promotion publicity, public relations, and advertising are demonstrated in case studies and class assignments (UMES Undergraduate Catalog 2015-16)

3. COURSE OBJECTIVES:

3.1 **General: This course is designed to introduce students to the principles and techniques of marketing as a hospitality management function**

3.2 **Program Learning Outcomes (PLOs): This course will address one of the HTM program learning outcomes.**

PLO#2 Marketing Mindedness – Production of graduates enabled to - foster highest levels of hospitality industry customer/guest satisfying experiences via creation and management of marketing plans and integrated supporting documents

3.3 **Course Learning Outcomes: - Upon completion of this course the student will be able to:**

- Develop marketing action plans (5)*
Propose branding and explain how it relates to the positioning strategy. (5)*
- Critique marketing of “services” as different from marketing of “goods” (6)*
- Compare product differentiation and market segmentation (4)*
- Compare how relationship/loyalty marketing is different from traditional marketing. (4)*
- Prepare marketing strategies (3)*
- Diagram the marketing “communications mix” (4)*
- Distinguish between “marketing orientation practices” (4)*
- Outline the basics of “marketing mix” (4)*
- Illustrate environmental scanning (3)*
- Describe the basic principles of consumer behavior (2)*
- Define personal selling and sales promotions (1)*

***(Bloom’s taxonomy learning level)**

3.4 Critical Analysis and Reasoning (CAR) level 2

This class is designed as a critical thinking level 2 class and should help students: perceive and make relationships, analyze structure and organization

4. CONDUCT OF COURSE:

4.1 **Prerequisites:** HTM major only

4.2 **Attendance:** Note, UMES/School of Business & Technology Policy)

This is a 100% internet only course. As such the traditional concepts of class attendance do not apply. However, each chapter will have a required quiz and discussion board exercise with a due date. The posted quiz will no longer be accessible after the due date. Failure to submit the quiz to the instructor by the required due date will result in an automatic quiz grade of zero. Failure to complete the weekly discussion board exercise by the required due date will result in an automatic grade of zero. It is the student's responsibility to "interact" with the course content, instructor and fellow students on a weekly basis.

4.3 **Activities:** This class is a balance between textbook based assignments and the practical application of marketing principles and techniques to weekly discussion board exercises.

5. FINAL GRADE DETERMINATION

In general, students are responsible for all quizzes, discussion board assignments, examinations and projects "milestones" by the assigned due dates. Internet posted lecture note outlines will highlight selected topics from each chapter from the required text. The required textbook will serve as the basis for all quiz questions. Final semester grades will be determined as follows, based on 810 points:

Quizzes and Assignments	240 points
Discussion Board Exercises	120 points
Mid-Term Examination	100 points
Final Examination	200 points

6. **REFERENCES:** None

7. SCHEDULE OF DATES, TOPICS, AND ASSIGNMENTS

<u>Date</u>	<u>Topic</u>	<u>Assignment</u>
Week 1:	Chapter One	
Week 2:	Chapter Two	Quiz One
Week 3:	Chapter Three	Quiz Two
Week 4:	Chapter Four	Quiz Three
Week 5:	Chapter Five	Quiz Four
Week 6:	Chap Six	Quiz Five
Week 7:	Mid-term	Quiz Six
Week 8:	Chapter Seven	
Week 9:	Chapter Eight	Quiz Seven
Week 10:	Chapter Eleven	Quiz Eight
Week 11:	Open	Quiz Eleven

Week 12:	Chapter Twelve	
Week 13	Chapter Thirteen	Quiz Twelve
Week 14	Chapter Fourteen	Quiz Thirteen
Week 15	Chapter Fifteen	Quiz Fourteen

Mid-Term Exam

P.A. students: Thursday, Oct 19 at 6:30 p.m.-8:00 p.m.

S.G. students: Friday, Oct 20 at 9:00 a.m.-10:30 a.m.

Final Exam

P.A. students: Thursday, December 7th at 6:30 p.m.-8:20 p.m.

S.G. students: Friday, December 8th at 9:00 a.m.-10:50 a.m.