



CAPILANO UNIVERSITY

| COURSE OUTLINE | | |
|--------------------------------------------------------------|------------------------------------------|---------------------|
| TERM: Spring 2019 | COURSE NO: TOUR 112 | |
| INSTRUCTOR: | COURSE TITLE: Tourism Marketing I | |
| OFFICE: LOCAL: E-MAIL: @capilanou.ca | SECTION NO(S): | CREDITS: 3.0 |
| OFFICE HOURS: | | |
| COURSE WEBSITE: | | |

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES/CO-REQUISITES

None

CALENDAR DESCRIPTION

This course focuses on the essentials of marketing, including key marketing concepts, methods of analysis, and the marketing process. These topics are primarily explored in the context of developing sound strategies to manage profitable customer relationships in the tourism and hospitality industries. The course incorporates such topics as environmental and market analysis, the elements of the marketing mix (product, pricing, promotion, and distribution), and corresponding strategies.

COURSE NOTE

None

REQUIRED TEXTS AND/OR RESOURCES

Kotler, Bowen, Makens. Marketing for Hospitality and Tourism. 6th Edition. Prentice-Hall Canada Inc., Toronto, 2013

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

| LEARNING OUTCOMES |
|------------------------------------------------------------------------------------------|
| Describe the components of the marketing system and outline the marketing process |
| Apply marketing concepts to current issues in the field. |
| Demonstrate effective use of marketing terminology. |

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| Identify strengths, weaknesses, opportunities, and threats for a given company and suggest appropriate marketing mix tools to meet the set objectives. |
| Analyze the marketing environment for a given product and utilize sound strategies in the areas of target market choice and the marketing mix. |
| Understand the changing needs of the consumer and the changing competitive environment, and apply this knowledge to the tourism/hospitality industry. |
| Understand differences in markets and suggest marketing mix strategies |

COURSE CONTENT

| Week | TOPIC(S) | REQUIRED READINGS/ ACTIVITIES |
|-------|-----------------------------------------------------------------------------------------------------------|----------------------------------|
| 1 | Introduction: Marketing for Hospitality and Tourism | Chp 1 |
| 2 | Service Characteristics of Hospitality & Tourism Marketing The Role of Marketing in Strategic Planning | Chp 2 Chp 3 |
| 3 | The Marketing Environment | Chp 4 |
| 4 | Marketing Information Systems and Market Research | Chp 5 |
| 5 | Consumer Markets and Consumer Buyer Behaviour | Chp 6 Test #1 |
| 6 | Organizational Buyer Behaviour and Group Markets Market Segmentation, Targeting, and Positioning (STP) | Chp 7 Chp 8 |
| 7 | Market STP Designing and Managing Products | Case Due Chp 9 |
| 8 | Designing and Managing Products | Test #2 |
| 9 | Pricing: Considerations, Approaches and Strategy | Chp 11 |
| 10 | Distribution Channels | Chp 12 |
| 11 | Promoting Products: Policy and Advertising | Chp 13 |
| 12 | Promoting Products: Public Relations and Sales Promotions | Chp 14 |
| 13 | Term Review | Marketing Plan Due |
| 14-15 | Final Exam Period | |

EVALUATION PROFILE

| Assessment | % of Final Grade |
|-----------------------------------------------------|------------------|
| Chapter Tests | 30% |
| Marketing Plan (and components throughout the term) | 30% |
| Final Exam | 20% |
| Case Study | 10% |
| Presentation & Participation | 10% |
| TOTAL | 100% |

ASSIGNMENTS:

The assignment structure for this course is determined by the instructor in accordance with the learning outcomes outlined above. Please refer to the course syllabus and Moodle site for a detailed breakdown.

Written Assignments: This course will include a combination of short written assignments (e.g. reading responses, written analysis, journal) and/or longer assignments such as a report.

Tests and Quizzes: This course will include a combination of quizzes and tests (e.g. pop quiz, midterm exam). The format of tests and quizzes will be determined by the instructor and may include a combination of true/false, multiple choice, short answer, matching, and essay questions.

Participation: Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

Presentations: This course includes a presentation component. Detailed instructions will be provided in class and on Moodle

GRADING PROFILE

| | | | |
|-------------|------------|------------|-----------|
| A+ = 90-100 | B+ = 77-79 | C+ = 67-69 | D = 50-59 |
| A = 85-89 | B = 73-76 | C = 63-66 | F = 0-49 |
| A- = 80-84 | B- = 70-72 | C- = 60-62 | |

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

Missed Exams/Quizzes/Labs etc.

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

Attendance

Students are expected to attend all classes and associated activities.

English Usage

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

Electronic Devices

Students may use electronic devices during class for note-taking only or when working in groups on tasks assigned by the instructor

On-line Communication

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

UNIVERSITY OPERATIONAL DETAILS**Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-life/>

Capilano University Security: download the [CapU Mobile Safety App](#)

Policy Statement (S2009-06)

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information: <https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and

Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

DEPARTMENT OR PROGRAM OPERATIONAL DETAILS

- Attendance for weekend courses is mandatory. Should a student choose to be absent a 15% deduction off the total final grade will be assessed for any day/or portion thereof missed. Students are required to make up all class work for which they were not in attendance.
- Final exams are to be written at the day and time scheduled.
- APA style referencing is used in all courses within the Schools of Tourism Management and Outdoor Recreation Management.