

 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs		UUPC Approval <u>10/7/24</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing-Hospitality & Tourism Management College Business		
Current Course Prefix and Number HFT 4503		Current Course Title Hospitality Marketing/Revenue Management	
<i>Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.</i>			
Change title to: Hospitality/Tourism Marketing		Change description to:	
Change prefix From: _____ To: _____		Change prerequisites/minimum grades to: Change corequisites to: Change registration controls to: Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
Change course number From: _____ To: _____			
Change credits* From: _____ To: _____			
Change grading From: _____ To: _____			
Change WAC/Gordon Rule status** Add <input type="checkbox"/> Remove <input type="checkbox"/>			
Change General Education Requirements*** Add <input type="checkbox"/> Remove <input type="checkbox"/>			
<small>*See Definition of a Credit Hour. **WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines. ***GE criteria must be indicated in syllabus and approval attached to this form. See Intellectual Foundations Guidelines.</small>			
Effective Term/Year for Changes: Spring 2025		Terminate course? Effective Term/Year for Termination:	
Faculty Contact/Email/Phone Anil Bilgihan/ablgihan@fau.edu/(561)297-3190			
Approved by Department Chair _____ College Curriculum Chair _____ College Dean _____ UUPC Chair _____ Undergraduate Studies Dean _____ UFS President _____ Provost _____		Date 9/13/2024 <u>9/23/24</u> <u>9-26-24</u> 10/7/24 10/7/24 _____ _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



HFT 4503 - 100
CRN 11721
Hospitality/Tourism Marketing
Spring 2025
Online

Professor Information

Name: Dr. Anil Bilgihan
Office Address: Boca Raton Campus, Fleming Hall, 3rd Floor, Office #316
Email: abilgihan@fau.edu *Email is my preferred method of communication
Phone Number: 561-297-3190 (office), 717-715-2050 (cellular / text)
Zoom: <https://fau-edu.zoom.us/my/abilgihan>

Office Hours

Tuesdays: 3:20PM – 6:00PM
Thursdays: 4.10PM – 6.10PM
Dr. Bilgihan is also available by appointment any day or evening with advance notice. Further, he may be reached via cell phone, email, or Zoom.

Required Text and Materials

Title: Marketing for Hospitality and Tourism
Authors: Kotler et al.
Edition: 7th
Publisher: Pearson
ISBN-13: 978-0134151922

Recommended Text and Materials

Online Textbooks Posted on Canvas

Hotel Revenue Management, Principles and Practices

Publisher: Pearson Italia, Milano
Author: Aurelio G. Mauri
ISBN: 9788865181461
Other reading materials will be available online in PDF format.

Course Description

Students in this course will survey marketing practices and revenue management issues that are unique to the hospitality industry. These practices include sales procedures and practices, revenue management, the use of technology to maintain a leadership position compared to one's competitors, building a loyal customer base, a discussion of the relationship of marketing to overall organizational success, and an analysis of a hospitality operation's annual marketing plan.

Course Prerequisites and Credit Hours

3 Credit Hours

Prerequisite: No prerequisite required

Corequisite: No corequisite required

Class Time Commitments

According to Florida Administrative Code, Rule 6A-10.033, students must spend a minimum 2,250 minutes of in-class time during a 3-credit course. Additionally, students enrolled in a 3-credit course are expected to spend a minimum of 4,500 minutes of out-of-class-time specifically working on course-related activities (i.e., reading assigned pieces, completing homework, preparing for exams and other assessments, reviewing class notes, etc.) and fulfilling any other class activities or duties as required. The course schedule for this course reflects this expectation of students.

Course Learning Objectives

Upon completion of this course students will be able to:

- Demonstrate an understanding of and be able to translate marketing concepts, principles, and strategies into useable forms for direct application to enterprises in the hospitality, travel, and tourism industries.
- Develop an understanding of and appreciation for market intelligence and marketing research.
- Implement marketing strategies and techniques taking into consideration all aspects of a firm's marketing mix ~ product, price, place, and promotion.
- Understand the historical development of revenue management.
- Describe revenue management and its benefits to hospitality organization.
- Discuss the strategic levels of revenue management and how they can be manipulated to increase revenue.

Grading Scale

Grading Scale (%)	
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0 - 59	F

Curving: There is **no** curving in this course on any individual assessment *or* on overall course grades.

Extra Credit: There are no opportunities for extra credit in this course.

Course Evaluation Method

Your final grade is a function of your classroom participation, required &/or optional submissions, and examination grades.

Midterm	30%
Final	30%
Online Discussions	10%
Assignment (2 case studies)	10%
Class Project (15%)+ Presentation (5%)	20%

All letter grades are calculated using the weighted average from all items listed Please refer to the above grading scale when determining your overall course grade.

Exact details and specifics regarding exam dates and procedures will be provided during the semester by the professor. Content for the exams may be taken from **any** source: live classroom lectures, email discussions, assigned chapters in the textbook, assigned articles, class handouts, homework assignments, guest lecturers, or website links deemed important. **However, the material on the exams is primarily based on the textbook.**

Students are **required** to check their FAU email accounts on a regular basis as exam information is often communicated via email.

Class Project

You are required prepare a marketing plan for a hotel.

The final plan should include concepts covered in class as well as the following:

1. Executive Summary (1-page summary of the market, opportunity, product, pricing, distribution, and promotional programs including your expected results)
2. Market Analysis
3. Analysis of Current and Potential Hotels
4. Environmental Analysis (Opportunities and Threats)
 - a. Political
 - b. Economical
 - c. Social
 - d. Technology
 - e. Ecological
5. Market Opportunity (based on the analysis above)
6. Product and Service Strategy
7. Competitive Positioning of Product
8. Pricing Strategy / Revenue Management
9. Distribution Channel Adoption
10. Appendix: details on other topics

Marketing plan grade will be based on the following:

1. Written marketing plan (8 pages)
2. 5-minute oral presentation of the plan

Additional Course Policies

Missing Exams

No assessments may be taken late or turned in late **except** as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

Late Assignments

No assignments or projects may be taken late or turned in late **except** as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

Attendance Policy

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the

instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Etiquette and Netiquette Policy

Electronic Devices: The use of laptop computers and tablets in class is permitted solely in support of learning activities – taking notes, for example. Students may not use instant messenger, write emails, chat, etc. or do anything other than taking notes with a laptop computer. These other activities are bothersome to those fully engaged in the learning process.

Cell phones, PDAs, and other electronic devices capable of communicating outside the classroom **must** be turned off while class is in session. Please do not put them on vibrate and check them during class. Turn them off and place them out of view during the entire class session.

The professor respects each individual to share his or her opinion when speaking in class and asks the same respect to have an uninterrupted class exempt from disturbances these electronic devices may cause.

These devices disturb your classmates far more than you may imagine. When guest speakers are presenting, *all* electronic devices must be turned off out of respect for the speaker.

Students who use their laptop computers for anything other than taking notes will be asked to leave class immediately. A second offense will result in a recorded, failing grade of F in the course.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

Email Account Requirements

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).

As a student in this course, you are **required** to utilize your FAU email address for all correspondence.

All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

Lock Down Browser/eTesting Statement

Students do not need to install or utilize “Lock Down Browser” when taking either the midterm or the final for this course via Blackboard. However, students are **required** to have all appropriate plug-ins and other necessary items installed on their laptops if they use their own equipment to take the eLearning assessments. Technical failure is not a valid excuse for a midterm or final exam makeup – or for submitting either the midterm or final exam beyond the scheduled expiration time. If the student has any doubts about the currency of his or her hardware, software, or ability to use Blackboard, he or she must use an on-campus computer lab or the FAU library to take the exam (whichever facility is open during the posted assessment hours –it is the student’s responsibility to verify hours of computer lab or library operating hours in advance of the assessment). Student Tutorials in Blackboard are available. After signing into Blackboard, follow the tab at the top of the screen that says “Tutorials”. Or, phone the Computer Help Desk at 561-297-3999.

Course Outline*

*The schedule below serves as a tentative overview of the course progression. It is subject to change infrequently based on the learning pace of the students, guest lecturer availability, and other criteria deemed appropriate by the professor. Please be sure to check your FAU emails on a regular basis for the latest class information.

Week	Date	Module	Assignment
1	xx	Mod 1	Class overview discussion, syllabus review, details of class expectations for experiential learning, etc. Talks about hospitality and services. History of Travel and Hotels. Marketing for Hospitality Marketing Research
2	xx	Mod 2	Read Chapter #1, Video Lecture: Kotler, Online Discussion #1, Online Reading #1
3	xx	Mod 3	Service Characteristics of Hospitality & Tourism / Service Management / Services Marketing, Gap Model, Read Chapter #2
4	xx	Mod 4	The Marketing Environment, Managing Relationships and Building Loyalty, Complaint Handling and Service Recovery, Video Lecture: Hospitality Mindset, Online Discussion #2...
5	xx	Mod 5	Consumer Behavior in Hospitality Contexts, Positioning/Segmentation/Targeting, Marketing IS, Read Chapter #4
6	xx	Mod 6	Marketing Research/Internal Marketing, Video Lecture: Innovation, Online Discussion #3, Read Chapter #5
7	xx	Mod 7	Promoting Products: Public Relations and Sales Promotion, Read Chapter #6, CASE Study 1 Due
8	xx	Mod 8	MIDTERM: Will be distributed online, Video Lecture: Steve Job's Marketing Strategy, Online Discussion #4
9	xx	Mod 9	Designing and Managing Service Process, Reservations and Channels of Distribution, Video Lecture: Marketing Shortcuts, Online Discussion #5. An Introduction to Revenue Management Economic Principles and Demand Forecasting Room Rate / Competitor Analysis Read Chapter #8
10	xx	Mod 10	STAR Reports, Revenue Management Metrics, Revenue Management Software, Video Lecture: Malcom Gladwell Choices, Online Discussion #6
11	xx	Mod 11	Reservations and Channels of Distribution, The Role of IT in Demand Forecasting, GDS, e-commerce, CASE Study 2 Due
12	xx	Mod 12	Revenue Management Metrics, Pricing Exercises, Video Lecture: Airline Revenue Management Lessons, Online Discussion #7
13	xx	Mod 13	Video Lecture: HSMIAI- Revenue Management as a career path in hospitality, Video Lecture: Monocle Hospitality Lessons, Online Discussion #8
14	xx	Mod 14	FINAL EXAM

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high-quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community,

which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty.

For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#).

Disability / Accessibility Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures. Their web site is: <https://fau.edu/sas>.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not

exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... *activities which interfere with the educational mission within classroom.*” Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.