Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

TOUR 602
HOSPITALITY AND TOURISM MARKETING STRATEGY

COURSE DESCRIPTION
This course offers an examination of the marketing process as applied to hospitality and tourism management organizations. Attention is given to the role of marketing as part of a travel and tourism organization’s strategic plans.

RATIONALE
This is a required course in the Sport Management Master’s Degree Tourism cognate. It is important that recreation managers and sport managers understand both the process and the role marketing plays in the strategic plans of organizations. The marketing and promotion of an event, the potential partnerships with other individuals invested in an event, and the use of an event to market a destination are all important for organizers to address when planning and promoting an event or activity.

I. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Apply services marketing strategies to hospitality and tourism situations.
B. Develop an understanding of the relationship between marketing theory and application.
C. Describe the facets of marketing as applied to travel and tourism, including: market analysis, market segmentation, tourist behavior, and decision making.
D. Explain current marketing trends and issues in travel and tourism.
E. Design a marketing strategy for a specific tourism or hospitality organization.
F. Compare biblical Scriptures and perspectives with real-world situations.

V. COURSE REQUIREMENTS AND ASSIGNMENTS
A. Textbook readings
B. Course Requirements Checklist
   After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.
C. Discussion Board Forums (4)
   Threads
   The student is required to post a thread in response to the provided prompt for each forum. Each thread must be a minimum of 500 words and must build upon the information in the readings (including reflective statements and specific applications to the concepts in the text).
   Replies
   In addition to the thread, the student is required to reply to 2 other classmates’ threads. Each reply must be a minimum of 250 words and must build on the ideas in the thread.
D. Case Studies (2)
   There will be 2 case studies throughout this course. After choosing a particular case study, the student will write a 5–6-page case response in current APA format. The case response will include: a SWOT analysis, an application of marketing concepts from the book specific to the case, and a connection to a current peer-reviewed article.
E. Tests (8)
   Each test will cover the assigned Reading & Study material for the module/week in which it is assigned. Each test will be open-book/open-notes, contain 16 multiple-choice and 2 short-answer/essay questions, and have a 2-hour and 45-minute time limit.

VI. COURSE GRADING AND POLICIES
A. Points
   
<table>
<thead>
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<th>Requirement</th>
<th>Points</th>
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<tr>
<td>Course Requirements Checklist</td>
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<td>Discussion Board Forums Threads</td>
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<td>Threads (4 at 35 pts ea)</td>
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<td>Replies (4 at 20 pts ea)</td>
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<td>Case Studies (2 at 70 pts ea)</td>
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<td>Tests (8 at 80 pts ea)</td>
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B. Scale
D- = 730–749   F = 0–729

C. Late Assignment Policy
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance
Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

VII. BIBLIOGRAPHY


### Course Schedule

**Tour 602**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
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DB = Discussion Board

**Note:** Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.