

12-18a. 13-11a

LSC Use Only Proposal No. [] LSC Use Only Proposal No. []
LSC Action Date [] LSC Action Date [] LSC Action Date []

Contact Person(s) **Yasong Wang** Email Address **ysw@uic.edu**

Department **Liberal Studies** Phone **773-787-3000**

Course Prefix **101** Course Title **Introduction to Liberal Studies**

Course Description **(to be filled in)**

New Course Course Prefix Change Course Deletion

Comments **(to be filled in)**

Approval Authority **(to be filled in)**

Approval Date **(to be filled in)**

Approval Signature **(to be filled in)**

Approval Title **(to be filled in)**

Approval Department **(to be filled in)**

Approval Date **(to be filled in)**

Approval Signature **(to be filled in)**

Approval Title **(to be filled in)**

Approval Department **(to be filled in)**

Approval Date **(to be filled in)**

Approval Signature **(to be filled in)**

Approval Title **(to be filled in)**

Approval Department **(to be filled in)**

Approval Date **(to be filled in)**

Approval Signature **(to be filled in)**

Approval Title **(to be filled in)**

Approval Department **(to be filled in)**

Approval Date **(to be filled in)**

Approval Signature **(to be filled in)**

Approval Title **(to be filled in)**

Approval Department **(to be filled in)**

Approval Date **(to be filled in)**

Approval Signature **(to be filled in)**

Director of Liberal Studies (as needed)

Received

FEB 20 2013

LIBERAL STUDIES

Course Revision: HRIM 320 Hospitality Marketing

Part II. Description of the Curriculum Change

1. Syllabus of Record.

The new syllabus of record for this revised course is attached in Appendix A.

2. A Summary of the proposed revisions:

The course prerequisite is being changed from HRIM 256 to no prerequisite required.

3. Justification/rationale for the revision:

Faculty reassessment of this course indicates that the course revision (prerequisites

Appendix A: New Syllabus Record

I. Catalog Description

UNIVERSITY OF MISSISSIPPI 3 class hours

[REDACTED]

3 credits

(3c-01-3cr)

Students gain an understanding of the principles and concepts of marketing as they apply to hospitality management. Analyzes consumer behavior related to the hospitality industry. Students learn to make effective marketing decisions as they apply to customer satisfaction.

II. Course Outcomes:

The student will be able to:

[REDACTED]

1. Define the role of hospitality marketing and discuss its' core concepts.

2. Explain marketing strategies that are useful in the hospitality and travel

[REDACTED]

9. Understand why internal marketing is an important part of a hospitality marketing program and identify internal and external factors affecting hospitality and tourism pricing decisions.
10. Understand the application of internet marketing for hospitality and travel industries.

III. Course Outline

- A. Introduction: Marketing for Hospitality and Tourism (1 hour)
 1. What is Hospitality and Tourism Marketing
 2. Marketing in the Hospitality Industry
 3. Marketing Management and Philosophies
- B. Service Characteristics (2 hours)
 1. The Hospitality and Tourism Service Culture
 2. Characteristics of Hospitality and Tourism Service Marketing
 3. Management Strategies for Hospitality and Tourism Service Businesses
- C. The Role of Marketing in Strategic Planning (1 hour)
 1. Corporate Strategic Planning
 2. Business Strategy Planning
 3. Unique Challenges of the Hotel Industry
- D. The Marketing Environment (1 hour)
 1. The Company's Micro-Environment
 2. The Company's Macro-Environment
- E. Marketing Information Systems and Marketing Research (1 hour)
 1. The Marketing Information System
 2. Marketing Research in Smaller Organizations

-
- F. Consumer Markets and Consumer Buying Behavior (2 hours)

1. A Model of Consumer Behavior

2. Personal Characteristics Affecting Consumer Behavior
3. The Buyer Decision Process
4. Unique Aspects of Hospitality and Travel Consumers

- G. Organizational Buyer Behavior of Group Market (3 hours)
 1. The Organizational Buying Process

Exam 1 (1 hour)

H. Market Segmentation, Targeting, and Positioning (2 hours)

1. Markets
2. Market Segmentation
3. Market Targeting
4. Market Positioning

I. Designing and Managing Products (2 hours)

1. What is a Product?
2. Product Levels
3. Augmented Product
4. Brand Decisions
5. New Product Development
6. Product Development Through Acquisition
7. Product-Life Cycle Strategies

J. Internal Marketing (1 hour)

1. The Internal Marketing Process

K. Building Customer Loyalty Through Quality (2 hours)

1. Defining Customer Behavior and Satisfaction

2. Relationship Marketing
3. Retaining Customers
4. The Link Between Marketing and Quality
5. What is Quality?
6. Benefits of Service Quality
7. Developing a Service Quality Program

N. Promoting Products: Communication, Promotion, and Advertising (3 hours)

1. The Communication Process
2. Establishing the Total Marketing Communication Budget
3. Managing and Coordinating Integrated Marketing
4. Communications - Southwest Airlines
5. Advertising
6. Major Decision in Advertising

O. Promoting Products: Public relations and Sales Promotion (3 hours)

1. Public Relations – Taco Bell
2. Major Activities of PR Department
3. Publicity
4. The Public Relations Process

7. Crisis Management
8. Sales Promotion

P. Electronic Marketing: Internet Marketing, Database Marketing, and Direct Marketing (2 hours)

1. Internet Marketing

- S. The Hospitality and Tourism Marketing Plan (3 hours)
1. Purpose of a Marketing Plan
 2. Executive Summary
 3. Corporate Connection
 4. Environmental Analysis and Forecasting
 5. Segmentation and Targeting
 6. Objectives and Quotas
 7. Action Plans: Strategies and Tactics
 8. Pricing Strategy
 9. Resources Needed to Support Strategies and Meet Objectives
 10. Marketing Control
 11. Presenting and Selling the Plan
 12. Preparing for the Future

Exam 3 (1 hour)

Final Exam -- During Final Exam Week

The final grade will be determined as follows:

60% Three semester multiple-choice short answer true/false exams @ 100

20% Comprehensive multiple-choice short answer true/false final exam @

VI. Attendance Policy

As student learning is our primary concern, attendance is a critical component of our educational program.

Appendix B: Old Syllabus Record

I. Catalog Description

HRIM 320 Hospitality Marketing

3 class hours

0 lab hours

~~Prerequisites: HRIM 256~~

(3c-01-3cr)

Students gain an understanding of the principles and concepts of marketing as they apply to hospitality management. Analyzes consumer behavior related to the hospitality industry. Students learn to make effective marketing decisions as they apply to customer satisfaction.

II. Course Outcomes:

The student will be able to:

1. Define the role of hospitality marketing and discuss its' core concepts.
2. Explain marketing strategies that are useful in the hospitality and travel industries.
3. Explain the role of market-oriented strategic planning for hospitality and tourism industries.
4. List and discuss the importance of the elements of the hospitality and tourism industry's microenvironments including company, suppliers, marketing intermediaries, customers, and public.
5. Outline the marketing research process including defining the problem and research objectives, developing a research plan, implementing the research plan, and interpreting and reporting the findings.
6. Explain the buyer decision process of hospitality and tourism services and

9. Understand why internal marketing is an important part of a hospitality marketing program and identify internal and external factors affecting hospitality and tourism pricing decisions.
10. Understand the application of internet marketing for hospitality and travel industries.

III. Course Outline

- A. Introduction: Marketing for Hospitality and Tourism (1 hour)
 1. What is Hospitality and Tourism Marketing
 2. Marketing in the Hospitality Industry
 3. Marketing Management and Philosophy

1. The Hospitality and Tourism Service Culture
2. Characteristics of Hospitality and Tourism Service Marketing
3. Management Strategies for Hospitality and Tourism Service Businesses

- C. The Role of Marketing in Strategic Planning (1 hour)
 1. Corporate Strategic Planning
 2. Business Strategy Planning
 3. Unique Challenges of the Hotel Industry

- D. The Marketing Environment (1 hour)
 1. The Company's Micro-Environment
 2. The Company's Macro-Environment

- E. Marketing Information Systems and Marketing Research (1 hour)
 1. The Marketing Information System
 2. Marketing Research in Smaller Organizations

- F. Consumer Markets and Consumer Behavior (2 hours)

6. The Corporate Account and Corporate Travel Manager

Exam 1 (1 hour)

H. Market Segmentation, Targeting, and Positioning (2 hours)

1. Markets
2. Market Segmentation
3. Market Targeting
4. Market Positioning

I. Designing and Managing Products (2 hours)

1. What is a Product?
2. Product Levels
3. Augmented Product
4. Brand Decisions
5. New Product Development

7. Product-Life Cycle Strategies

J. Internal Marketing (1 hour)

1. The Internal Marketing Process

K. Building Customer Loyalty Through Quality (2 hours)

1. Defining Customer Value and Satisfaction
2. Relationship Marketing
3. Retaining Customers
4. The Link Between Marketing and Quality
5. What is Quality?
6. Benefits of Service Quality
7. Developing a Service Quality Program

~~I. Pricing Products: Pricing Approaches and Strategies (2 hours)~~

N. Promoting Products: Communication, Promotion, and Advertising

(3 hours)

1. The Communication Process
2. Establishing the Total Marketing Communication Budget
3. Managing and Coordinating Integrated Marketing
4. Communications - Southwest Airlines
5. Advertising
6. Major Decision in Advertising

O. Promoting Products: Public relations and Sales Promotion (3 hours)

1. Public Relations – Taco Bell
2. Major Activities of PR Department
3. Publicity
4. The Public Relations Process
5. Major Tools in Marketing PR
6. Public Relations Opportunities for the Hospitality Industry
7. Crisis Management
8. Sales Promotion

P. Electronic Marketing: Internet Marketing, Database Marketing, and Direct Marketing (2 hours)

1. Internet Marketing

3. Web Site Development
4. Business-to-Business E-Commerce
5. Developing a Marketing Database System

Q. Professional Sales (3 hours)

1. Management of Professional Sales

S. The Hospitality and Tourism Marketing Plan (3 hours)

2. Executive Summary

4. Environmental Analysis and Forecasting

5. Segmentation and Targeting
6. Objectives and Quotas
7. Action Plans: Strategies and Tactics
8. Pricing Strategy
9. Resources Needed to Support Strategies and Meet Objectives
10. Marketing Control
11. Presenting and Selling the Plan
12. Preparing for the Future

Exam 3 (1 hour)

Final Exam -- During Final Exam Week

IV. Evaluation Methods

The final grade will be determined as follows:

60% Three semester multiple-choice, short answer, true/false exams @ 100 points each.

20% Comprehensive multiple-choice, short answer, true/false final exam @ 200 points

