

HFT 4503 - 001

CRN 38727

Hospitality Marketing / Revenue Management

Spring 2018: January 19, 2018 – May 4, 2018 (April 23 – Last Day of Classes) Arts and Letters Boca 242

Thursdays 6:30 pm - 9:20 pm

# Professor Information

Name: Dr. Anil Bilgihan

Office Address: Boca Raton Campus, Fleming Hall, 3rd Floor, Office #316 Email: [abilgihan@fau.edu](mailto:abilgihan@fau.edu) \*Email is my preferred method of communication Phone Number: 561-297-3190 (office), 717-715-2050 (cellular / text)

Skype: anilbilgihan

# 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 Skype 7 days per week.

# Required Text and Materials

***Pearson Custom Library, Florida Atlantic University Hospitality Management Program HFT 4503***

*Publisher: Pearson/Prentice Hall Copyright Year: 2012*

*ISBN: 1-256-20701-2*

# This textbook is a CUSTOM published book that is required and is available at the FAU bookstore.

**Recommended Text and Materials**

***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, Co-Requisites and Credit Hours

No prerequisite.

No co-requisite.

This course is 3 credit hours.

# 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

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| 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.

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| **Midterm** | **30%** |
| **Final** | **30%** |
| **Online Participation** | **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 to form a group of maximum six and 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. Situation Analysis
3. Market Analysis
4. Analysis of Current and Potential Competitors
5. Environmental Analysis (Opportunities and Threats)
   1. Political
   2. Economical
   3. Social
   4. Technology
   5. Ecological
6. Description of the market opportunity (based on the analysis above)
   1. Description of need
   2. Discussion of market potential
   3. Description of product concept
7. Product strategy
8. Description of product/service
9. Objectives for product/service
10. Features and Benefits
    1. Product Quality Strategy
    2. Product Service Strategy
    3. Product Value Strategy
11. Competitive Positioning of Product
12. Pricing Strategy
13. Basic price strategy
14. Distribution channel adoption
15. Strategic pricing / revenue management
16. Appendix: details on other topics

Marketing plan grade will be based on the following:

1. Written marketing plan (12 pages)
2. 15-minute oral presentation of the plan
3. Team peer evaluation

# Team Meetings

All teams will need to meet regularly to complete this project. Remember to plan carefully prior to each meeting (select a facilitator, plan and determine an agenda). At the end of each meeting it is a good idea to recap to ensure that everyone is clear on the action steps he or she needs to take.

# Contributions and Peer Evaluation

Each student must contribute equally to the development of the marketing plan and must participate in the oral presentation. You will evaluate the work of your team members.

The number of pages is to be approximately 14-20 (excluding the Appendix), double spaced, and the font size to be 10-12.

# 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

Attendance is not mandatory. The professor believes that students are adult learners and it is up to the student himself or herself if he or she wishes to attend on a regular basis and fully participate in the learning process. Remember, however, that active learning and attendance as well as class involvement regularly correlates positively with better academic performance.

Additional course policies as desired (Optional) – Note: additional course policies should not conflict with established University and/or College and/or School Policies. Examples include the following

# 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.

Last day to drop a course or withdraw without receiving an "F" in each course: April 6

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| Week / Class | Assignment |
| Class 1 - 1/11 | Class overview discussion, syllabus review, details of class expectations for experiential learning, etc.  Talks about hospitality and services. |
| Class 2 - 1/18 | Marketing for Hospitality Marketing Mix  Read Chapter #1 |
| Class 3 – 1/25 | Service Characteristics of Hospitality & Tourism / Service Management / Services Marketing  Gap Model  Read Chapter #2 |
| Class 4 – 2/1 | The Marketing Environment Managing Relationships and Building Loyalty Complaint Handling and Service Recovery  Read Chapter #3 |
| Class 5 – 2/8 | Positioning/Marketing IS Read Chapter #4 |
| Class 6 – 2/15 | Marketing Research/Internal Marketing  Read Chapter #5 |
| Class 7 - 2/22 | Promoting Products: Public Relations and Sales Promotion Read Chapter #6  **CASE Study 1 Due** |
| Class 8 - 3/1 | **MIDTERM: Will be distributed online** |
| Class 9 –3/8 | SPRING BREAK |

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| Class 10 – 3/15 | Professional Sales  Online Tools: Surveys, Data Mining – IBM Many Eyes  Read Chapter #7 |
| Class 11 – 3/22 | An Introduction to Revenue Management Room Rate / Competitor Analysis  Read Chapter #8 |
| Class 12 – 3/29 | STAR Reports  Revenue Management Metrics Revenue Management Software |
| Class 13 – 4/5 | Reservations and Channels of Distribution The Role of IT in Demand Forecasting GDS, e-commerce  **CASE Study 2 Due** |
| Class 14 – 4/12 | Presentations |
| Class 15 – 4/19 | 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.](http://www.fau.edu/regulations/chapter4/4.001_Code_of_Academic_Integrity.pdf)

# 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.](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.](http://www.fau.edu/regulations/chapter2/Reg%202.007%208-12.pdf)

# 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.

# 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.