MGMT 4091
PRINCIPLES OF HOSPITALITY MARKETING
FALL 2018

Instructor: Tom Badgett   Office Hours: On-line through Blackboard

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Text: You should go to the library and check out any introductory text on hospitality marketing and management. There are numerous books from which to choose. Please let me know by email what text you are using by author’s name, title, and publication date. If the text is acceptable to me, you will receive written confirmation.

Prerequisites: MKTG 3321 or equivalent.

Delivery: This is a research class. As such, all distribution of materials and all activities, except for the final examination, for the class will be through the Blackboard system. Blackboard also includes e-mail.

You will have access to Blackboard just before the start of the class. If you are a first time user of Blackboard, you should go through the on-line orientation before the start of class.

Additional Reading: On Blackboard I have published several articles which are relevant to the course.

PowerPoint Slides: I have posted PowerPoint slides for each topic. Since they cannot be accompanied by a lecture, it is important for you to read the book you selected and go over the supplemental materials along with the slides.

Discussions: To explore situations related to hospitality and tourism management, we will have discussions in my office at least once per week. Since we do not have in-class lectures, these discussions give me the opportunity to explore the materials in more depth with you. These will be graded and count in your final grade. Each week we have a discussion, you
may earn up to 10 points based on the quality, timing and quantity of your contributions. See Blackboard for detailed criteria.

**Quizzes:** I will administer four on-line quizzes. The best three will count in your final grade. You will have three days to take each quiz—Thursday through Saturday. Check the class calendar in Blackboard for their exact dates. These quizzes are closed book, individual quizzes. *The use of any assistance is a violation of the Student Code of Conduct.*

*There are no make ups for any reason including computer problems.* The best strategy is to take the computer as early as possible. Each quiz is multiple choice and is timed for 30 minutes. You will be allowed one minute per question. You will not be allowed to go back to a question once you have moved on to the next question. Your grade on the quiz will be posted once the quiz is closed.

**Practice Quizzes:** The practice quizzes posted on Blackboard are intended to give you practice taking this type of quiz. They are not intended to be a review of the material. They include some material we do not cover, and do not cover some that is important. You may take them as often as you like.

**Final Exam:** The final exam is in-class and proctored. It will be 50 multiple choice questions covering the entire course. It will be closed book. You may use a calculator, but no other aids. The Final is scheduled to avoid conflicts with other exams. Please do not ask to take it early because of travel, family, wedding, convenience, or other reasons.

**Feedback:** I will establish a discussion board on Blackboard where you may post questions or comments on the course. If you have questions about the course material or procedures, please use this discussion board so that the rest of the class can see your questions and the answers. I will answer the questions on a regular basis.

**FAQs:** There is a discussion board for frequently asked questions about the material. I will post items here only in response to your questions about the material, so this is your opportunity to get answers and see the answers to the questions that other students are asking.

**Grading:** Your grade will be based on your quizzes, final exam and the discussions. I will administer four quizzes. You will take them on-line.
The best three plus the comprehensive final plus your discussion grades will constitute your final grade. The quiz grades used to compute your final grade are the percent correct on each quiz.

I will drop your worst quiz grade. I do not give extra work to make up deficient grades. I do not give make-up quizzes. If you miss a quiz for any reason, that will be the quiz that is dropped. All quizzes and the final will be multiple choice. **The final exam will be proctored and in-class.**

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<tbody>
<tr>
<td>Quizzes:</td>
<td>15 percent each</td>
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<tr>
<td>Discussions:</td>
<td>15 percent</td>
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<tr>
<td>Final:</td>
<td>40 percent</td>
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**Media:** The slides and discussions are not intended to cover all the material in the course. You must read the text if you want to be prepared for the exams.

**Grading Scale:** You may earn grades based on the following scale:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>F</td>
<td>0-59</td>
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<tr>
<td>P</td>
<td>60-100</td>
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**Attendance:** I will take attendance by noting your participation in the discussions. If you do not participate in the first discussion, I shall assume you have stopped attending. Blackboard also keeps a record of how often you access the course, and what you do while you are in the course. If you cease accessing Blackboard, I will assume you have stopped attending. The University requires me to report on whether or not you have stopped attending. Students who do not participate generally do not do well in the course.

Videos: I will provide videos on Blackboard or by mail on each topic covered in the course. It is your responsibility to watch each video and post your comments to the discussion board.

**Recommended Reading:** From time to time, I will post references to articles for recommended reading. Most will be from the Wall Street *Journal*. The articles themselves will be in the *Journal* which you may pick up in several locations or access on-line. I will provide any non-WSJ articles by attaching them. These articles refer to the material in the course and I may use them as a basis for exam questions.
**Return Policy:** Quiz grades will be posted on Blackboard as soon as the quizzes have been graded. Discussion grades will be posted each week after they have been assigned.

**Compressed Schedule:** Because of the compressed schedule in the Eight Week Term, it is important that you keep current with the course. If you fall behind, you will not have time to catch up. It is your responsibility to stay current!