



Navajo Technical University
PO Box 849, Crownpoint, NM 87313

<http://www.navajotech.edu>

Tel: (505) 387-7401

Course Title: Tourism and Hospitality Management
Course #: BUS335

Credit Hours: 3
Semester: Spring 2022
Cap:105

Faculty: Christine Reidhead

E-mail: creidhead@navajotech.edu

Office: Online

Office Hours: Online

Preferred Communication Email; will respond within 24 hours:

Modality: Online

Class Location and Meeting Times: Online

Meeting Hours and Online Hours: Online

Required Materials: Morrison, Alastair, Hospitality and Travel Marketing, 4th Edition. ISBN-10: 1-4180-1655-1, ISBN-13: 978-4180-1655-5

Tools: n/a

Lab Fee (if applicable): n/a

Mission, Vision, and Philosophy

Mission: Navajo Technical University honors Diné culture and language, while educating for the future.

Vision: Navajo Technical University provides an excellent educational experience in a supportive, culturally diverse environment, enabling all community members to grow intellectually, culturally, and economically.

Philosophy: Through the teachings of Nitsáhákees (thinking), Nahátá (planning), Íina (implementing), and Siihasin (reflection), students acquire quality education in diverse fields, while preserving cultural values and gaining economic opportunities.

Course Description

This course has been developed to enhance a student's overall understanding of Marketing and the many strategies and concepts involved in developing an effective marketing plan for any business or organization. Students will learn in-depth knowledge of Marketing by evaluating real world case studies and how the strategies and concepts will then be applied to each student's "business". Marketing is a continuous, sequential process by which management in the hospitality and travel industry develops plans, conducts research, implements and controls activities designed to satisfy both the customers' needs and wants, as well as, evaluating the organizations overall objectives.

Course Objectives

After successfully completing this course:

1. Students will learn the basic concepts and principles of marketing and become familiar with the definition of marketing.
2. Students will learn how the services marketing are has lagged behind the marketing of manufacturing and packaged goods industries.
3. Students will learn about the six steps specifically characteristic in marketing systems that relate directly to the hospitality and travel industry.
4. Students will learn to identify the influences and processes that customers will use when buying services and products.
5. Students will study in depth the marketing segmentation, its benefits and limitations, as well as its strengths.
6. Students will study the five key concepts: marketing strategy, target market, marketing mix, positioning, and marketing objective.

Course Outcomes	Course Assessments
Students will be introduced to the basic concepts and principles of marketing and understand the definition of marketing	
Students will learn that the development of services marketing has lagged behind the marketing in manufacturing and packaged goods industries	
Students will learn to identify the 6 steps specifically characteristic in systems that relate to hospitality and travel industry	
Students will learn to identify the influences and processes that customers will use when buying services and products	
Students will learn to research and analyze procedures and techniques required to make effective marketing decisions	
Students will study in depth the marketing segmentation and its benefits and limitations will be explained	
Students will study the five key concepts: marketing strategy, target market, marketing mix, positioning, and marketing objective	
Students will learn the key parts of a marketing plan: executive summary, marketing rationale, and implementation plan	

Connections to Program Assessment (Course-Embedded Measures)

Course Activities

Week	Date	Class Topics/Reading Due	Assignments Due	Due Dates
1		Introduction emails/posts, Syllabus	Read Chapter 1	
		Last day to add/drop		
2		Part I – Introduction to Marketing Chapter 1 – Marketing Defined	Read Chapter 1 Article Review Questions Assignment	
3		Chapter 2 – Marketing Hospitality and Travel Services	Read Chapter 2 Article Review Questions Assignment	
4		Chapter 3 – The Hospitality and Travel Services	Read Chapter 3 Article Review Questions Assignment	
5		Part II – Planning: Research and Analysis Chapter 4 – Customer Behavior	Read Chapter 4 Article Review Questions Assignment	
		Graduation Petition due		
			Midterm	
		Midterm grades due		
6		Chapter 5 – Analyzing Marketing Opportunities	Read Chapter 5 Article Review Questions Assignment	
7		Chapter 6 – Marketing Research	Read Chapter 6 Article Review Questions Assignment	
		Last day to withdraw with “W”		
8		Part III – Planning: Marketing Strategy & Planning Chapter 7 – Marketing Strategy: Market Segmentation and Trends	Read Chapter 7 Article Review Questions Assignment	
9		Chapter 8 – Marketing Strategy: Strategies, Positioning, and Marketing Objectives	Read Chapter 8 Article Review Questions Assignment	
10		Chapter 9 – The Marketing Plan and the 8 Ps	Read Chapter 9 Article Review Questions Assignment	
11		Part IV – Implementing the Marketing Plan Chapter 10 – Product Development and Partnership	Read Chapter 10 Article Review Questions Assignment	

12		Chapter 11 – People: Services and Service Quality	Read Chapter 11 Article Review Questions Assignment	
13		Chapter 12 – Packaging and Programming	Read Chapters 12 Article Review Questions Assignment	
14		Chapter 13 – The Distribution Mix and the Travel Trade	Read Chapters 13 Article Review Questions Assignment	
15		Chapter 14 – Communications and the Promotional Mix	Read Chapters 14 Article Review Questions Assignment	
16		Chapter 15: Advertising – How Do We Get There?	Read Chapters 15 Article Assignment Finals	
		Grades due to the Registrar		
		Graduation		

Grading Plan

Homework:

Class Participation:

Project(s):

Quizzes:

Mid-term:

Final Exam:

Portfolio:

A = 100-90%

B = 89-80%

C = 79-70%

D = 69-60%

F = 59% or less

Grading Policy

Students must do their own work. Cheating and plagiarism are strictly forbidden. Cheating includes (but is not limited to) plagiarism, submission of work that is not one's own, submission or use of falsified data, unauthorized access to exams or assignments, use of unauthorized material during an exam, or supplying or communicating unauthorized information for assignments or exams.

Participation

Students are expected to attend and participate in all class activities. Points will be given to students who actively participate in class activities including guest speakers, field trips, laboratories, and all other classroom events.

Cell phone and headphone use

Please turn cell phones off **before** coming to class. Cell phone courtesy is essential to quality classroom learning. Headphones must be removed before coming to class.

Attendance Policy

Students are expected to attend all class sessions. A percentage of the student's grade will be based on class attendance and participation. Absence from class, regardless of the reason, does not relieve the student of responsibility to complete all course work by required deadlines. Furthermore, it is the student's responsibility to obtain notes, handouts, and any other information covered when absent from class and to arrange to make up any in-class assignments or tests if permitted by the instructor. Incomplete or missing assignments will necessarily affect the student's grades. Instructors will report excessive and/or unexplained absences to the Counseling Department for investigation and potential intervention. **Instructors may drop students from the class after three (3) absences unless prior arrangements are made with the instructor to make up work and the instructor deems any excuse acceptable.**

Study Time Outside of Class for Face-to-Face Courses

For every credit hour in class, a student is expected to spend two hours outside of class studying course materials.

Study Time for Hybrid or Blended Courses

For a hybrid or blended course of one credit hour, a student is expected to spend three hours per week studying course materials.

Study Time for Online Courses

For an online course of one credit hour, a student is expected to spend four hours per week studying course materials.

Academic Integrity

Integrity (honesty) is expected of every student in all academic work. The guiding principle of academic integrity is that a student's submitted work must be the student's own. Students who engage in academic dishonesty diminish their education and bring discredit to the University community. Avoid situations likely to compromise academic integrity such as: cheating, facilitating academic dishonesty, and plagiarism; modifying academic work to obtain additional credit in the same class unless approved in advance by the instructor, failure to observe rules of academic integrity established by the instructor. **The use of another person's ideas or work claimed as your own without acknowledging the original source is known as plagiarism and is prohibited.**

Diné Philosophy of Education

The Diné Philosophy of Education (DPE) is incorporated into every class for students to become aware of and to understand the significance of the four Diné philosophical elements, including its affiliation with the four directions, four sacred mountains, the four set of thought processes and so forth: Nitsáhákees, Nahát'á, Íina and Siih Hasin which are essential and relevant to self-identity, respect and wisdom to achieve career goals successfully.

At NTU's Zuni Campus, the A:shiwi Philosophy of Education offers essential elements for helping students develop Indigenous and Western understandings. Yam de bena: dap haydoshna: akkya hon detsemak a:wannikwa da: hon de:tsemak a:ts'umme. *Our language and ceremonies allow our people to maintain strength and knowledge.* A:shiwi core values of hon i:yyułashik'yanna:wa (respect), hon delank'oha:willa:wa (kindness and empathy), hon i:yyayumola:wa (honesty and trustworthiness), and hon kohol lewuna:wediyahnan, wan hon kela i:tsemanna (think critically) are central to attaining strength and knowledge. They help learners develop positive self-identity, respect, kindness, and critical thinking skills to achieve life goals successfully.

Students with Disabilities

Navajo Technical University is committed to serving all students in a non-discriminatory and accommodating manner. Any student who feels that she or he may need special accommodations should contact the Accommodations Office (<http://www.navajotech.edu/student-services#accommodations-services>) in accordance with the university's Disability Accommodations Policy (see http://www.navajotech.edu/images/about/policiesDocs/Disability_ Exhibit-A_ 6-26-2018.pdf).

Email Address

Students are required to use NTU's email address for all communications with faculty and staff.

Final Exam Date:

Homework Policy

Homework turned in one day late will drop 10% of the grade.

Homework turned in two days late will drop 20% of the grade.

Homework turned in three days late will drop 30% of the grade.

Homework will not be accepted after the third day late.