

A - New Course Proposal V. 7.2022 : Entry # 3370**DEAN Decision**

Approved

Date

09/16/2024

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

11/18/2024

Begin Form**Today's Date**

09/13/2024

Your Name:

Marisa Ritter

Your Email:mritter1@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Brianna Clark

Email address of your Department Chairbclark1@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Communication

When should this proposal take effect?

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Fall 2025

Information for the Registrar**Choose the department designator from the list below.**

HSP

Proposed Course Number?

4200

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Hospitality Marketing & Strategic Analysis

Write the catalog description of your proposed course:

This course focuses on developing marketing plans with a strategic objective and developing analytics to evaluate the effectiveness of these plans. Topics covered include Developing a unique value proposition, choosing marketing channels, implementation and monitoring of marketing plans, as well as anticipating economic changes and total quality management. Students will be introduced to basic statistical and analytical tools to assess the effectiveness of marketing strategies and make data-driven decisions.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Repeatable for credit once

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

Yes

Please list all prerequisites this course requires:

Junior Standing

A - New Course Proposal V. 7.2022 : Entry # 3370**Is this new course being proposed because of a new or revised major or minor proposal?**

Hospitality Management Major and Minor, Submitted 9/13/2024 by Marisa Ritter

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

HSP Major - Required/HSP Minor - Elective

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

The Hospitality Major has been reliant on elective courses in other disciplines as it grows; the major was established in 2021. As it has grown, it has become important for relevant coursework be developed that is specific to hospitality management and the unique attributes of the discipline. This includes the marketing of service-based businesses, the unique metrics that are used to assess these businesses, and the analytics required to understand success and failure of these strategic marketing plans. This course provides the coursework required to conceptualize these concepts and prepare students for entering the current industry landscape.

List all student learning outcomes for this course.

By the end of the course, students should be able to:

- Understand what creates a unique value proposition for hospitality businesses
- Research and identify target markets for different hospitality businesses and sectors and choose marketing channels relevant to the target markets
- Identify the differences between traditional product-based marketing and service-based marketing
- Develop marketing plans that address consumer-perceived risk associated with service-based purchases
- Understand important metrics to assess the performance of strategic marketing plans
- Practice basic statistics and analytic processes

List any units or content areas that will be required for all sections of this course.

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Unique Value Proposition
Marketing research and consumer business analysis
Marketing channels and segmentation
Basic statistical analysis and industry-specific metrics
Resource allocation
Forecasting and predictive analytics
Ethics in marketing

List any assignments, tests, or other assessments that will be required for all sections of this course.

Class Participation & Engagement (100 Points, 15% of your grade)

To get the most out of this class, everyone is expected to fully participate in class discussion. I see this class as a chance for us to exchange information, so it is important for you to come to class prepared, having read assigned chapters and articles. I will monitor participation and attendance throughout the semester; no participation & engagement points will be assigned if you are not in attendance. This class relies heavily on in-class activities, including role-plays, case studies, discussions, and research opportunities.

Each student must make an effort to participate in the discussion process and class activities/assignments. Daily points are assigned for each class session and the activity is monitored by the instructor. Missing class or being disruptive in class will result in a loss of full or partial points for engagement for the class day, this includes talking in class, arriving late to class, leaving early, and the disruptive use of technology (for example: texting, doing other course work, or surfing the web) during class time which will negatively affect this portion of your grade.

Quizzes, Homework, & Homework: (250 Points, 25% of your grade)

There will be quizzes (done through Blackboard) throughout the semester to assess your understanding of basic terminology, concepts, theories, and policies. These will be a combination of multiple choice, true/false or fill in the blank quizzes. These will also act as preparation for the 2 exams.

In-class assignments may include projects such as research, designing sales approaches, reporting on policies or current topics in the industry, role playing, or other relevant assignments. These must be completed in class and there will be no opportunity to make these up if you are not in attendance.

Case Study Analysis (200 Points, 20% of your grade)

Analyze a real-world hospitality company's marketing strategy and evaluate its effectiveness, including how it anticipates economic changes and incorporates total quality management principles. Choose a recent case study of a hospitality company and analyze the company's marketing strategy, focusing on unique value proposition, choice of marketing channels, and implementation. Use basic statistical and analytical tools to assess the effectiveness of the marketing strategy (e.g., sales data, customer feedback, engagement metrics). Provide strategic recommendations based on your analysis.

Create a detailed case study analysis report (10-12 pages). A data analysis appendix with charts, graphs, and statistical summaries. Develop a presentation that communicates the analysis and insights in a compelling and effective manner.

Data-Driven Decision-Making Exercise: (150 Points, 15% of your grade)

Use basic statistical tools to analyze marketing data and make data-driven recommendations. Use a provided data set related to a hospitality marketing campaign (e.g., customer feedback, sales figures, website analytics) and apply statistical tools (e.g., regression analysis, correlation analysis) to interpret the data. Based on your analysis, make informed recommendations to improve the marketing strategy.

Create a brief report (5-7 pages) summarizing your data analysis and recommendations.
Include charts, graphs, and statistical tables as needed.

Marketing Plan Development Assignment: (300 Points, 30% of your grade)

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Working in groups of 3-4, develop a comprehensive marketing plan for a fictional hospitality business.

Market Research: Conduct research to understand the target market, customer needs, and competitive landscape.

Unique Value Proposition (UVP): Define the unique value proposition of the hospitality business.

Marketing Channels: Identify and justify the choice of marketing channels (e.g., digital marketing, social media, traditional media).

Implementation Plan: Create a detailed plan for the implementation of marketing strategies, including timelines, budget, and resource allocation.

Monitoring Metrics: Define the key performance indicators (KPIs) for monitoring the effectiveness of the marketing strategies.

Deliverables:

A written report (15-20 pages) detailing each component of the marketing plan.

A presentation (10-15 slides) summarizing the key elements of the marketing plan.

List any readings or other materials that will be required for all sections of this course.

- Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). Marketing for hospitality and tourism. Pearson. ISBN-13: 9780137499014
- Additional readings posted in the respective class folder on Blackboard and noted or linked on the syllabus.

List any course policies that will be required for all sections of this course.

N/A

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

N/A

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

N/A

Sample Syllabus

- [HSP-4200-Hospitality-Marketing-and-Strategic-Analysis.docx](#)

Additional Documents

- [Departmental-Chair-Approval-9-13-2024.pdf](#)