

**NRRT 372 Tourism Promotion
Spring 2015 Course Syllabus*¹
10:00 am – 10:50 am MWF
Course ID# 14350
109 Natural Resource Building**

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Course Description

This course will provide students with an understanding of marketing processes and promotional concepts and techniques related to tourism industry. Basic concepts and skills in tourism promotion will be examined through problems and characteristics specific to the industry. Promotional techniques available to destinations and tourism enterprises will be explored using various case studies.

The student objectives for this course are to understand:

- The differences in promotion within the tourism/leisure industry versus non-leisure/tourism industry
- The effect customer motivations and needs have on the tourism offerings
- Current trends in leisure/tourism product offerings and distribution channels
- The methodology of identifying and analyzing leisure/tourism trends to shape marketing/promotional decisions
- The importance of market research and how to use it in promotion of a tourism/leisure service organization or a destination
- How marketing/promotional strategies influence consumers and how consumers influence marketing/promotional strategies today
- The important characteristics of effective promotional strategies and techniques and how to use them in real-world case

Course Structure

Class time will be devoted to lectures, discussions and individual and group in-class exercises. Students are expected to complete assigned readings prior the class and be prepared to actively participate in class discussions and activities.

Course Requirements

There will be 2 tests, 4 individual homework assignments, several in-class activities, what count as part of the required attendance and a final group project.

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Syllabus subject to change at instructors' discretion*

- There will be **2 examinations**, each worth 50 points. They will contain multiple choice, short answer and essay questions. These tests will cover the book chapters, articles, lectures and any other materials that are presented in class or through RamCT. Study materials will include lecture summary notes posted on RamCT/Blackboard and additional notes taken during the lectures as well as assigned readings. A missed exam may NOT be made up for full credit unless the absence is due to a **previously documented university sanctioned event OR documented illness**. If the test is missed for any other reason, you will be able to take a makeup exam; however, the makeup test must be taken by the end of that week and will have 25% **automatically** deducted from your score. If the exam has not been completed within the prescribed make-up period, the student will receive a zero on that test.
- There will be **4 homework assignments**, each worth 25 points. Homework assignments will be posted on RamCT/Blackboard and due in class on the dates indicated in the course outline. Assignments should be typed and double-spaced (unless otherwise described in the assignment) and the quality of your writing will be important to your grade. **Late assignments will be assessed five points for each business day following the due date.**
- There will be **5 in-class activities** assigned randomly throughout the course. Activities will be based on a small group discussion of key concepts covered in class, responses to a video or other activities as described. Each activity will be worth 10 points. All in-class activities must be done IN-CLASS. A missed in-class activity may NOT be made up unless the absence is due to documented illness, or a documented university-sanctioned event.
- There will be a **final project** worth 150 points. Students working in groups of 4 will prepare a promotional package for a destination or a tourism product. The task is to take a fresh, innovative approach to introduce an existing or a new product/destination. Topics covered during the course will aid with the framework and design principles.

Course Evaluation

	<u>Points</u>	<u>Grade</u>	<u>Percent</u>	<u>Points</u>
2 Tests @ 50 points each	100 points	A	≥ 90.0%	≥ 360
			80.0% -	320 -
4 Homework assignments @ 25 points each	100 points	B	89.9%	359
			70.0% -	280-
5 In-class activities @ 10 points each	50 points	C	79.9%	319
			60.0% -	240 -
Final group project	150 points	D	69.9%	279
<hr/> Total points	<hr/> 400 points	F	< 60.0%	< 240

RAMCT Blackboard companion site

A RAMCT Blackboard course companion site provides information, syllabus online, links, resources, and schedule information. This site is constantly updated and will develop during the term.

Literature

Several key articles and book chapters will be required for student reading. These articles will be selected and assigned on a weekly basis allowing for the diversity and changing trends found in the literature.

Academic Integrity

All students are expected to familiarize themselves with the university academic integrity policy. This can be found in General Catalogue. Please make sure all materials used are correctly cited.

Spring 2015 Course Schedule*

Week 1-2 Basic Concepts and Issues in Tourism Marketing/Promotion			Readings & Assignments
21-Jan	W	Course overview – Why the topic is important	For all readings see RamCT!
23-Jan	F	Tourism marketing theory: paradigms and perspectives	
26-Jan	M	Tourist experience value and marketing	
Week 2-3 Macro-marketing and Tourism			
28-Jan	W	Sustainability and marketing for responsible tourism	
30-Jan	F	Discourse in tourism communications	
2-Feb	M	Tourism and social marketing	
4-Feb	W	The semiotics of tourism marketing	
6-Feb	F	Special topic	
Week 4-5 Strategic Issues in Tourism Marketing			
9-Feb	M	Experiential approach and co-creation	Home-assignment 1 due
11-Feb	W	Brand experience in tourism	
13-Feb	F	Collaboration marketing	
16-Feb	M	Market segmentation approaches in tourism	
Week 5-6 Tourism Marketing Research			
18-Feb	W	Advanced methods in tourism marketing research. Guest lecture	
20-Feb	F	Advanced methods in tourism marketing research cont.	
23-Feb	M	Evaluating tourism marketing campaigns	
25-Feb	W	Evaluating tourism marketing campaigns cont.-d	Home-assignment 2 due
27-Feb	F	Test # 1	
Week 7 Tourist Consumer Behavior			
2-March	M	Consumer trends and tourism marketing	
4-March	W	Niche tourism and marketing	
6-March	F	Tourist decision making	
Week 8 Micro-marketing Issues in Tourism			
9-March	M	Product design and co-creation of experiences	Home-assignment 3 due
11-March	W	Pricing as a strategic marketing tool	

13-March	F	Managing customer relationships & Marketing communications in tourism	
Week 9-10 Destination marketing and branding			
23-March	M	Destination image and branding	
25-March	W	Brand management	
27-March	F	Challenges of destination branding	
30-March	M	Challenges of destination branding cont.-d	
1-April	W	Special topic/Guest lecture	
3-April	F	Test # 2	
Week 11-12 Social and digital media marketing in tourism			
6-April	M	Challenges of tourism marketing in the digital economy	
8-April	W	Social media marketing in tourism	
10-April	F	Online blogs as a marketing tool	
13-April	M	Search engine marketing	Home-assignment 4 due
15-April	W	Special topic/Guest lecture	
Week 12-13 Future challenges in tourism promotion			
17-April	F	A new paradigm of tourism marketing and future challenges	
20-April	M	Special topic/Guest lecture	
22-April	W	Special topic/Guest lecture	
24-April	F	Group Work Day	
Week 14-15 Project presentations			
27-April	M	Project presentations	
29-April	W	Project presentations	
1-May	F	Project presentations	
4-May	M	Project presentations	
6-May	W	Project presentations	
8-May	F	Special topic/Discussion	Project paper due May 11
FINALS WEEK - NO FINAL EXAM			