

Selected readings

EVALUATION

Requirements

1. Semester Project A -- Financial plan (125 points)
2. Semester Project B -- Personal Marketing Plan (125 points)
3. Midterm Exam (125 points)
4. Final Exam (125 points)

The following semester point accumulation scale will be used by the instructor as a guide for determining the final grade:

480 to 500	=	A+
460 to 479	=	A
450 to 459	=	A-
440 to 449	=	B+
410 to 439	=	B
400 to 409	=	B-
390 to 399	=	C+
350 to 389	=	C
300 to 349	=	D
299 and below	=	F

COURSE OUTLINE

- I. Marketing basics and applications to tourism
- II. Tourism marketing plans
- III. Entrepreneurship
- IV. Service and goods pricing in the for-profit leisure service setting
- V. Business planning
- VI. Feasibility analysis in the tourism industry
- VII. Tourism investment decisions
- VIII. Accounting and control

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- ❖ All students are held to the standards of the George Mason University Honor Code.
 - ❖ STUDENTS WITH DISABILITIES: Students having documentation on file with the Disability Support Services Office should bring this to the attention of the professor.

