

Sample syllabus
Note that this syllabus is from an earlier semester. The current syllabus may differ in all areas except the course description and course objectives.

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism

TOUR 412 -- Tourism Marketing and Finance

Spring 2005

Day/Time: Tuesday, Thursday 9:00 -10:15
Location: PW-OB Rm 302A
Professor: Dr. Russell Brayley
Office Location: BRH 201c
Office Hours: Tues, Thurs 11:30 a.m - 1:00 p.m. (other times by appointment)
Phone Number: (703) 993-4698
Fax Number: (703) 993 2025
EMAIL Address: rbrayley@gmu.edu

PREREQUISITES:

TOUR 200 and PRLS 411, or POI

COURSE DESCRIPTION

This course develops skills and competencies for marketing and the management of financial resources in entrepreneurial tourism enterprises. Students will learn about market planning, business planning, feasibility assessment, investment analysis, basic accounting and operational control.

COURSE OBJECTIVES

At the completion of this course students should be able to:

1. Identify similarities and differences between marketing and financial management in public, not-for-profit, and commercial recreation/tourism enterprise settings.
2. Adopt an entrepreneurial approach to business decisions.
3. Direct the development of a marketing plan.
4. Direct the development of and appropriately evaluate a business plan.
5. Evaluate a feasibility analysis.
6. Perform basic accounting and budgeting functions, including analysis of financial reports.
7. Apply appropriate decision-making rules in evaluating business investment opportunities.

REQUIRED TEXT

Brayley, R.E. and McLean, D.D., 1999. *Managing Financial Resources in Sport and Leisure Service Organizations*. Sagamore Publishing

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.

