

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism

TOUR-416  
Fall 2015

DAY/TIME:	Tues 7:20 – 10:00 p.m.	LOCATION:	Fairfax David J. King Hall 2053
PROFESSOR:	Mr. Frank R. Kuhns, MBA	EMAIL ADDRESS:	Frank.Kuhns@marriott.com
OFFICE LOCATION:	Home Office	PHONE NUMBER:	301.980.6553
OFFICE HOURS:	By appointment	FAX NUMBER:	

#### COURSE DESCRIPTION

Explores the principles of personal selling within hospitality sectors. Reviews the nature of buyers and sellers, situational selling, the sales process, relationship management and brand management. **This course will also conduct a “real world” project for multiple Marriott Hotels revolving around marketing and advertising on various platforms.**

#### COURSE OBJECTIVES

On completion of this course, students should be able to:

- 1) Identify characteristics of buyers and sellers;
- 2) Demonstrate an understanding of sales prospecting;
- 3) Articulate distinctions in sales approaches;
- 4) Demonstrate the personal sales process;
- 5) Prepare a personal sales plan; and
- 6) Develop personal sales tools and a personal brand

#### NATURE OF COURSE DELIVERY:

**This course will be part classroom lecture and part on-line learning**

Teaching and learning will be done using the combination of the traditional face-to-face instruction formats, web videos, field trip, and hands-on group and individual projects and on-line learning. Students are required to spend time studying individually, but are encouraged to work together.

#### STUDENT MAJOR RESPONSIBILITIES:

- a. Students are responsible for attending all classes, taking notes, and obtaining other materials provided by the instructor, taking tests, conducting a team presentation and completing assignments as scheduled by the instructor.
- b. Students are responsible for monitoring their grades and any changes of syllabus communicated by the instructor.
- c. Behaviors that disrupt other students' learning are not acceptable (e.g., arriving consistently late for class; cell phone use, reading non-course related materials, eating during class, or social conversation during class).

#### COURSE CONTENT

Class will be a combination of instructor lectures, interactive class discussions, in-class activities and virtual learning. You will be required to complete assigned readings prior to class sessions during which those readings are examined. ***Assignments are due in class at the beginning of class of the specified due date, unless they are submitted to me via email by request.***

#### REQUIRED READINGS

**There will not be a text book for this class; however, the professor will provide reading excerpts each class**

## CLASS ATTENDANCE AND PARTICIPATION:

Attendance will be taken at the end of each class meeting. It is your responsibility to sign the class attendance sheet, even if you are late to class. My record of attendance is official and final. I will take attendance for all class meetings, not including exam dates or other dates noted on the schedule.

You will have two freebies (no questions asked). These two excused absences CANNOT be used on the following days: exam reviews and exams, quizzes, group project work sessions, your presentations (including others' group project presentations), and hotel site visit. After that, 10 points of the 50 points for attendance and participation will be lost for each day missed. Each missing class will result in 10 points off of your total grade points after your loss of all 50 points of your attendance and participation grade. Also be advised that beyond any specific grading point penalties for unexcused absence or habitual tardiness, the instructor may issue "F" grade if, after written warning, the student's absence or tardiness continues at a level of that constitutes "non-participation".

The only acceptable reasons for missing class are the same as those of the exam (so, use freebies wisely ☺). Students missing class due to severe illness and family emergency should contact the instructor ahead of time and provide him with verification document. No points can be made up for an absence. If a student comes to a class more than 15 minutes late, s/he will be considered absent for that class. In the case that a student comes to a class less than 15 minutes late but shows a consistent pattern of being late (3 and more times), being late 3 times will equal one absence

COURSE REQUIREMENTS: Activity	Point	Percentage
Attendance & Participation	50	10%
One Midterm (100 points)	100	20%
One Group Project	200 SWOT: 50 points SMART plans: 50 points Benchmarking: 50 points Master Calendar: 50 points	40%
One Group Presentation (100 points each)	100 (property sales plan)	20%
Five In-class Quizzes: (10 points each)	50	10%
<b>Total</b>	<b>500</b>	<b>100%</b>

Participation in class discussion is very important. Please prepare for class by reading the assigned material as well as the cases. Also, if anyone has or is currently working in the Hospitality Industry I would ask that you share your experiences. **We will also have a weekly discussion on blackboard, it is required that you make a minimum of one contribution per week.** Your grade for class participation will be based on my judgment of the consistency with which you *participate constructively* and *show leadership* in class discussion and activity. Please note that class discussion includes interacting with your classmates. When I am leading case discussions, please turn computers, phones, tables and any other electric devices that might be distracting or distract your classmates.

### Grading Scale

[This section MUST be included and reflect the current GMU undergraduate or graduate +/- grading scale]

A+ = 97 – 100	B+ = 88 – 89	C+ = 78 – 79	D = 60 – 69
A- = 94 – 96	B = 84 – 87	C = 74 – 77	F = 0 – 59
A = 90 – 93	B- = 80 – 83	C- = 70 – 73	

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS/ASSIGNMENT DUE
TUES	September	1	Introduction to class Introduction, Syllabus Review, Teams selection Review class project: Pick your hotel	
TUES	September	8	Introduction: Marketing for Hospitality and Tourism SWOT review Service Characteristics of Hospitality and Tourism Marketing	
TUES	September	15	The Role of Marketing and Strategic Planning The Marketing Environment	SWOT due Quiz 1
TUES	September	22	Marketing Information Systems and Marketing Research Consumer Markets and Consumer Buying Behavior	SWOT 50 points SMART Plans Due: 50 points Quiz 2
TUES	September	29	Organizational Buyer Behavior of Group Market Market Segmentation, Targeting and Positioning	SMART Plan COMP set
TUES	October	6	Guest Speakers Designing and Managing Products Building a master calendar	
TUES	October	13	<b>Mid Term</b>	<b>Mid Term</b>
TUES	October	20	Internal Marketing Pricing Products: Pricing Considerations, Approaches, and Strategy Distribution Channels	
TUES	October	27	Building your personal brand	Quiz 3
TUES	November	3	Promotion Products: Public Relations and Sales Promotion	Benchmarking Due: 50 points
TUES	November	10	Next Year's Marketing Plan (building a budget)	Quiz 4

DATE			TOPIC	READINGS/ASSIGNMENT DUE
TUES	November	17	Promoting Products: Communication and Promotion Policy and Advertising	Master calendar due: 50 points
TUES	November	24	Thanksgiving	
TUES	December	1	Guest Speakers The STAR interview	
TUES	December	8	Year End Review	Quiz 5 Strategic Sales Plans due
TUES	December	X	Group presentations	Group presentations : 100 points

*Note: Faculty reserves the right to alter the schedule as necessary.*

### *Student Expectations*

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://academicintegrity.gmu.edu/honorcode/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/1301gen.html>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.
- Students are expected to exhibit professional behaviors and dispositions at all times.

### *Campus Resources*

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].

**CORE VALUES COMMITMENT:** The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.