

**FACULTY OF GLOBAL AND COMMUNITY STUDIES
 SCHOOL OF TOURISM MANAGEMENT
 COURSE OUTLINE**

Term:	Fall 2014	Instructor:	
Course No (Section):	TOUR 312	Office:	
Course Name:	Tourism Marketing II	Telephone:	604-986-1911
Credits:	3	E-mail:	
Classroom/Lab:		Office	
Scheduled:		Hours:	

COURSE FORMAT: 3 hr lecture/week for 15 weeks (including exams) plus 4th hour
 This course utilizes Moodle as a course management program. An enrolment key will be provided to you on the first day of class.

PREREQUISITES: 45 credits of 100 level or higher coursework including TOUR 112

FOURTH HOUR: There are several 4th hr components as part of this class for completion outside of class time. They can be found in the assignment detail and will be discussed in class.

COURSE DESCRIPTION: This course gives the students the opportunity to participate in the major activities of integrated marketing communications (IMC) and to develop the knowledge and skills necessary to create and execute marketing communications campaigns in the Tourism and Hospitality industry. Students will gain experience with IMC strategies and tactics for building brand equity using advertising, publicity, personal selling, consumer and trade promotion, online and social network marketing, and relationship marketing.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students will be able to:

LEARNING OUTCOMES
1. Demonstrate a working knowledge of strategic and tactical aspects of IMC
2. Identify promotional opportunities and utilize tools to best fit the approach required for a set communication objectives.
3. Create original marketing communications collateral for a small tourism operation incorporating and justifying appropriate messaging through the use of the Canada Tourism Commissions EQ segmentation tool.
4. Assemble and pitch a communications plan for a tourism product, incorporating the major elements of the promotional plan including: objectives, strategy, budget, and evaluation.
5. Develop and present a social-media factsheet demonstrating relevant information for communication purposes.

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Team IMC Plan	30%	G
Individual Paper on a Selected Course Topic	20%	I
Shootout/Creative Pitch	20%	G
Midterm Exam	15%	I
Final Exam	15%	I
	100%	

GRADING PROFILE:

A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS:

A+	<p>All aspects of the work submitted are to exceptional standards.</p> <p>Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).</p>
A	<p>All aspects of the work submitted are to excellent standards.</p> <p>Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).</p>
B	<p>All aspects of the work submitted are to good standards.</p> <p>Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).</p>
C	<p>All aspects of the work submitted are to satisfactory standards, or (C-) a marginal pass.</p> <p>Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).</p>
D	<p>Work submitted earns a minimal pass.</p> <p>Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).</p>
F	<p>All aspects of the work submitted are below adequate standards</p> <p>Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).</p>

REQUIRED TEXTS: Kenneth E. Clow, Baack, D. E., and Peloza, J. Integrated Advertising, Promotion, and Marketing Communications. 1st CDN edition (ISBN 978-0-13-802317-1). Pearson Education Canada, 2012.

Kerpen, Dave. Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks). McGraw Hill, 2011.

COURSE CONTENT/SCHEDULE:

Week	Topics	Assignments/Readings
	<p>Part 1: The IMC Foundation</p> <ul style="list-style-type: none"> • Brand equity enhancement • The communication process • Persuasion in marketing communications • Buyer behaviour • Market segmentation and brand positioning • The IMC planning process 	<p>Clow: Chapters 1 to 4 Assigned readings</p> <p>Kerpen: Chapter 1 to 5</p>
	<p>Part 2: Advertising management</p> <ul style="list-style-type: none"> • Advertising management • Advertising Design: Theoretical Frameworks and Types of Appeals • Advertising Design: Message Strategies and Executional Frameworks 	<p>Clow: Chapters 5 & 6</p> <p>Kerpen: Chapters 6 to 13</p>
	<p>Part 3: Media strategies</p> <ul style="list-style-type: none"> • Broadcast media • Print and support media • Digital and social media marketing • Media planning and analysis 	<p>Clow: Chapters 7 to 10</p> <p>Kerpen: Chapters , 14, 15</p>
	<p>Part 4: Elements of integrated marketing communications</p> <ul style="list-style-type: none"> • Direct marketing • Sales promotion • Marketing public relations and sponsorship marketing • Personal selling • Evaluating integrated marketing communication effectiveness 	<p>Clow: Chapters 11 to 15</p> <p>Kerpen: Appendix – A Refresher Guide to the Social Networks Which Matter Most</p>

UNIVERSITY POLICIES:

Capilano University has policies on academic appeals (including appeal of final grades), student conduct, cheating and plagiarism, academic probation, and other educational issues. These and other policies are available on the University website.

FACULTY POLICIES:

Attendance: Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course e-mail and websites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.

Attendance for weekend courses is mandatory.

No exemption from class time will be granted without appropriate medical documents or a proven emergency. Should a student choose to be absent they will receive a 15% deduction off the total final grade in the course for any day/or portion thereof missed. Students are required to make up all class work for which they were not in attendance.

Professional Behaviour: Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.

Cheating and Plagiarism: Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library and the Writing Centre.

Penalties for Cheating and Plagiarism: A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

Missed Exams or Quizzes: Will receive a grade of "0" unless **PRIOR** arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. **A doctor's certificate, or other proof supporting the reason for the absence, may be required.**

- English Usage:** All assignments are marked for correct English usage, proofreading and formatting, **up to a maximum of 15% of the total mark for that assignment.**
- Assignments:** Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.
- Programmable Tools:** The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.
- Incomplete Grades:** Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.
- Copyright Policy:** Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Calendar.
- Emergency Procedures:** Students are required to familiarize themselves with emergency procedures posted in the classroom.