

## **RPTM 410: Marketing of Recreation Services**

Spring 2018

MWF 1:25PM – 2:15PM

260 Willard Building

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**Office hours:** Monday 9:00AM – 12:00AM and by appointment

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**Office hours:** Thursday 2:00PM – 4:00PM

### **COURSE DESCRIPTION AND OBJECTIVES**

The primary objective of this course is to provide students with an overview of marketing in general and recreation/tourism marketing in particular. Supplemental objectives are to (a) provide students with a review of different marketing theories and practices and (b) help students apply marketing principles to practical recreation/tourism situations.

Main topics typically include:

- \* Introduction to marketing and its evolution
- \* Parameters of the recreation/tourism experience and how this affects marketing practices
- \* Defining and segmenting the consumer market
- \* The marketing mix
- \* Conducting marketing research in an effort to develop effective marketing strategy
- \* Service quality and its impact on marketing strategy
- \* Customer loyalty and its impact on marketing strategy
- \* Recognizing and responding to the changing needs of consumer markets

To accomplish these objectives, you are expected to:

- Read the assigned chapter(s) and/or reading(s) prior to class.
- Take notes during lecture/class discussions and regard them as a key source of testable information. Lectures/class discussions will be drawn from the text, cases, and other sources of information.
- Participate in class discussions and marketing exercises/case studies.
- Complete take-home assignments and group project on-time.

### **REQUIRED TEXT**

Wirtz, J., & Lovelock, C. (2016). *Services marketing: People, technology, strategy*. Singapore: World Scientific Publishing.

Additional readings and resources will be distributed in class or posted on Canvas.

## **SOURCES OF EVALUATION**

**Quizzes/Exercises/Case Studies:** There will be quizzes/exercises/case studies randomly assigned throughout the semester. Some exercise might be take-home. Every class will likely have an exercise/quiz/case study. They will be used to enhance students' understanding of course material. Taken together, these will count for 10% of the final grade.

**Homeworks:** There will be 5 major out-of-class homeworks assigned throughout the semester. They will be used to provide hands-on exercises. These homeworks could be individual or group-based. Information, requirements, and grading criteria for the homeworks will be provided later in the semester and posted on Canvas. These homeworks will count for 40% of the final grade.

**Examinations:** There will be three exams during the semester. There will be no make-up exams unless students have been authorized to do so by the instructor prior to the date of the exam. Students who do not pre-arrange an excused absence for an exam will receive a zero. Taken together, the examinations will count for 45% of the final grade.

**Extra Credits:** Depending on the class performance, there might be one or two extra credits opportunities in later stage of the semester. The deadlines for the extra credit assignments are final and there is no extensions. No further extra credit opportunities is available in the last week of the semester or later.

**Attendance and Participation:** Active participation, i.e. your willingness and enthusiasm for contributing to class discussion, as well as the quality of your contribution, will result in a positive participation grade. The professor will track every student's class participation, e.g. asking a question, answer a question or express an opinion in the class. If you miss a class you will miss the grades for a quiz/exercise/case study; in addition, 5% will be based on the class participation, according to the professor's discretion.

We are all learners and we can learn from each other in a great deal if we are actively participating. As the instructor, I am merely facilitating your learning. Thus, you are expected to contribute. The recreation, park and tourism industries requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class. Lack of preparation or consistent poor attendance, which results in lack of participation, will result in a poor participation grade. Additional readings will be assigned during the semester and included on the progress tests. In addition, cases, discussion questions and other exercises will be distributed prior to class sessions. Students are expected to come to class prepared to discuss these. If you missed more than one class sessions due to events, you are expected to meet the professor or the Teaching Assistant during office hours to make up for the missed lectures/exercises.

In addition:

Anyone missing more than 3 class periods may be deemed ineligible for a grade of A.

Anyone missing more than 5 class periods may be deemed ineligible for a grade of B or better.

Anyone missing more than 7 class periods may be deemed ineligible for a grade of C or better.

Anyone missing more than 9 class periods may be deemed ineligible for a grade of D or better.

## LATE SUBMISSION POLICY

Late assignment submission will be automatically deducted 30% before grading if late for less than 24 hours; Late assignment submission will be automatically deducted 60% before grading if late for less than 24-48 hours; late submission for 48 hours or more won't be accepted and the students will receive a zero for that assignment. No make-up for missed quizzes or exercises except with **an official notice from the University, the athletic department, or a doctor's office.**

## GRADING SCALE

A	93% and above	C+	77-79.99%
A-	90-92.99%	C	70-76.99%
B+	87-89.99%	D	60-69.99%
B	83-86.99%	F	Below 60%
B-	80-82.99%		

## STATEMENT ON ACADEMIC INTEGRITY

Academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of Conduct states that all students should act with personal integrity, respect other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts.

Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others.

The College of Health and Human Development has specific Statement of Policy on academic integrity: <http://hhd.psu.edu/Policies-and-Procedures/procedures#statement>

Students should be aware that academic integrity covers a wide array of actions. Sanctions can range from a reduction in your grade on the assignment (for minor offenses) to an F for the course and referral for disciplinary sanctions including permanent recording of an academic integrity violation on your academic transcript (for major offenses). Violations of the University's Academic Integrity Policy include, but are not limited to, the following:

- *Cheating*: using crib sheets of any kind, preprogrammed calculators or cell phones, use of notes during a closed book exam
- *Copying on tests*: looking at other students' exams, copying with a plan with another student, passing notes during exams; exchanging exams with another student
- *Plagiarism*: fabricating information or citations; copying from the Internet or submitting the work of others from journals, articles and papers, or books; submitting other students' papers as one's own. Any material, regardless of length, that is the work of somebody

else and who is not given explicit credit by citation, submitted as one's own, is plagiarized material.

- *Tampering with work*: changing one's own or another student's work; tampering with work either as a prank or to sabotage another's work
- *Acts of aiding and abetting*: Facilitating academically dishonest work by others; unauthorized collaboration on work; permitting another to copy from one's exam; writing a paper for another; inappropriately collaborating on home assignments or exams without permission or when prohibited
- *Unauthorized possession*: Buying or stealing of exams or other materials; failing to return exams on file or reviewed in class; selling exams; photocopying exams; any possession of an exam without the instructor's permission
- *Submitting previous work*: Submitting a paper, case study, lab report, or any assignment that had been submitted for credit in a prior class without the knowledge and permission of the instructor
- *Ghosting or misrepresenting*: Taking a quiz or exam or performing a class assignment in place of another student; having another student do the same in one's place; signing in as present in class for another student or having another student do the same in one's place
- *Altering exams*: Changing incorrect answers and seeking favorable grade changes when instructor returns graded exams for in-class review and then collects them; asserting that the instructor make a mistake in grade. Other forms include changing the letter and/or numerical grade on a test.
- *Computer theft*: Electronic theft of computer programs or other software, data, images, art, or text belonging to another.

Sanctions depend on the nature of the violation. Sanctioning guidelines are available at <http://undergrad.psu.edu/aappm/sanctioning-guidelines.html>.

### **STATEMENT ON DISABILITY ACCOMODATIONS**

Penn State welcomes students with disabilities into the University's educational programs. Every Penn State campus has an office for students with disabilities. The Student Disability Resources Web site provides contact information for every Penn State campus:

<http://equity.psu.edu/sdr/disability-coordinator>. For further information, please visit the Student Disability Resources Web site: <http://equity.psu.edu/sdr>.

In order to receive consideration for reasonable accommodations, you must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <http://equity.psu.edu/sdr/applying-for-services>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with an accommodation letter. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. You must follow this process for every semester that you request accommodations.

### **STATEMENT ON COUNSELING AND PSYCHOLOGICAL SERVICES**

Many students at Penn State face personal challenges or have psychological needs that may interfere with their academic progress, social development, or emotional well-being. The university offers a variety of confidential services to help you through difficult times, including individual and group counseling, crisis intervention, consultations, online chats, and

mental health screenings. These services are provided by staff who welcome all students and embrace a philosophy respectful of clients' cultural and religious backgrounds, and sensitive to differences in race, ability, gender identity and sexual orientation.

Counseling and Psychological Services (CAPS) (814) 863-0395 or 501 Student Health Center during regular office hours (8 am-5 pm, Monday-Friday)

Penn State Crisis Line (24 hours/7 days/week) (877) 229-6400

Crisis Text Line (24 hours/7 days/week) Text LIONS to 741741

Mental Health Providers (all campuses) <https://elections.psu.edu/caps-cpd/>

For more information on services at CAPS visit

<http://studentaffairs.psu.edu/counseling/services/>

To learn how to schedule an appointment at CAPS see this link:

<http://studentaffairs.psu.edu/counseling/appointments.shtml>

If you or someone you know is experiencing a crisis situation, information on resources at CAPS and other local groups that can help is found at <http://studentaffairs.psu.edu/counseling/crisis/>

(Links to an external site.) For more information on services at CAPS visit

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### **STATEMENT ON REPORTING BIAS**

Penn State takes great pride to foster a diverse and inclusive environment for students, faculty, and staff. Acts of intolerance, discrimination, or harassment due to age, ancestry, color, disability, gender, gender identity, national origin, race, religious belief, sexual orientation, or veteran status are not tolerated.

Students, faculty, or staff who experience or witness a possible bias motivated incident are urged to report the incident immediately through Educational Equity at the Report Bias. webpage:

<http://equity.psu.edu/reportbias/>.

### **DIVERSITY STATEMENT**

The faculty and staff of the Department of Recreation, Park and Tourism Management value and are committed to fostering diversity in the workplace and the profession. By respecting differences in culture, political conviction, age, gender, gender expression, race, ethnicity, national origin, disabling condition, sexual orientation, and religious affiliation, we attempt to enrich the learning environment; improve the practice and profession of recreation, park and tourism management; and enhance creative and professional growth in the workplace.

## SYLLABUS DISCLAIMER

This syllabus has been created as a guide to this course and is accurate at the time of printing. However, all information is subject to change. Any changes will be discussed in class and will be communicated to students via e-mail. Students are responsible for keeping track of changes in the course syllabus throughout the semester.

### TENTATIVE CLASS SCHEDULE

Day	Date	Content	Chapter	Homeworks
Mon	8-Jan	Introduction to Course		
Wed	10-Jan	Creating Value In The Service Economy 1	1	
Fri	12-Jan	Creating Value In The Service Economy 2	1	
Mon	15-Jan	MLK Day – No Class		
Wed	17-Jan	Marketing and Recreation/Tourism		
Fri	19-Jan	Understanding Service Consumers 1	2	
Mon	22-Jan	Understanding Service Consumers 2	2	
Wed	24-Jan	Positioning Services In Competitive Markets 1	3	
Fri	26-Jan	Positioning Services In Competitive Markets 2	3	Mystery shopper due
Mon	29-Jan	Positioning Services In Competitive Markets 3	3	
Wed	31-Jan	Developing Service Products And Brands 1	3	
Fri	2-Feb	Developing Service Products And Brands 2	4	
Mon	5-Feb	Developing Service Products And Brands 3	4	
Wed	7-Feb	Distributing Services Through Physical And Electronic Channels 1	5	
<b>Fri</b>	<b>9-Feb</b>	<b>Exam I</b>		
Mon	12-Feb	<b>Guest Speaker – Debra Ellis – Ag Progress Day</b>		Website design due
Wed	14-Feb	<b>John Tripolsky – JTE Marketing</b>		
Fri	16-Feb	Website Presentation 1	5	
Mon	19-Feb	Website Presentation 2	6	
Wed	21-Feb	Setting Prices And Implementing Revenue Management 1	6	
Fri	23-Feb	Setting Prices And Implementing Revenue Management 1	6	
Mon	26-Feb	Setting Prices And Implementing Revenue Management 2	7	
Wed	28-Feb	Homework 3 session	7	
Fri	2-Mar	Canceled	7	Market research due
Mon	5-Mar	Spring Break – No Class		
Wed	7-Mar	Spring Break – No Class		
Fri	9-Mar	Spring Break – No Class		
Mon	12-Mar	Pricing 2		
Wed	14-Mar	Digital Marketing 2		
Fri	16-Mar	Digital Marketing 3		
Mon	19-Mar	Digital Marketing 4		
<b>Wed</b>	<b>21-Mar</b>	Digital Marketing 4		
Fri	23-Mar	Designing Service Process 1	8	Pricing Homework Due

Mon	26-Mar	Designing Service Process 2	8	
Wed	28-Mar	<b>Exam II</b>	8	
Fri	30-Mar	Balancing Demand and Capacity 1	9	
Mon	2-Apr	Balancing Demand and Capacity 2	9	
Wed	4-Apr	Crafting The Service Environment 1	10	
Fri	6-Apr	Crafting The Service Environment 2	10	
<b>Mon</b>	<b>9-Apr</b>	<b>Guest talk – Brian Cliette on Social Media</b>		
Wed	11-Apr	Managing Relationships And Building Loyalty 1	12	
Fri	13-Apr	Managing Relationships And Building Loyalty 2	12	Business Interview Due
Mon	16-Apr	Complaining Handling and Service Recovery	13	
Wed	18-Apr	Student Presentations 1		Extra Credits DUE!
Fri	20-Apr	Student Presentations 2		
Mon	23-Apr	Student Presentations 3		
Wed	25-Apr	Course Review		
<b>Fri</b>	<b>27-Apr</b>	<b>Exam III</b>		