

## JOUR 840 Seminar in Events & Hospitality Marketing

Fall 2019

\*Mondays 6:30-9:00 p.m. KU Edwards Campus, Regnier Hall 156

Instructor: Prof. Angie Hendershot [Angie.Hendershot@ku.edu](mailto:Angie.Hendershot@ku.edu), 913-897-8431, mobile: 913-638-4767

Office hours: Regnier Hall 370A, upon request

\*some course meeting times and locations vary due to special guests and field trip opportunities

### **Course description:**

As we move from the service economy to the experience economy, we are learning that future economic growth lies in the value of **experiences**. This seminar will explore marketing communication in the areas of tourism, hospitality and events -- locally, nationally and internationally.

We will use a global and digital approach to studying integrated marketing in this sector and consider how those lessons can be applied to activities and strategic partnerships in other industries. Considering demographic and cultural change, we will apply the concepts from tourism/hospitality/events marketing to customer experiences and events used across all organizations for strategic purposes.

### **How we'll approach the topic:**

- Studying trends and developments in experience marketing
- Evaluating case studies of successful experience marketing initiatives
- Exploring integrated marketing approaches that include app development, SEO, SEM, email, web, social media, PR, print/broadcast and Out of Home (OOH) marketing campaigns
- Comparing marketing approaches in B-to-B and B-to-C environments for festivals, museums, local cultural districts, sponsorship and customer hospitality at sporting events and more
- Discussing what aspects of experience marketing can be extrapolated to fundraising, employee engagement and customer relationship marketing in any industry
- Considering how language, cultural and geographic differences may play a role in event and marketing success

### **Required materials:**

- *X: The Experience When Business Meets Design* by Brian Solis
- Excerpts from *Marketing for Tourism, Hospitality & Events: A Global and Digital Approach* by Simon and Louise Hudson
- Various blog posts and articles provided on Blackboard
- Access to Blackboard and Slack

## **Assignments and grading**

Our class has an online Blackboard site where materials will be posted, resources linked and assignments described and submitted. You will also find your latest grade information there.

Students are expected to complete the assigned readings before the designated class and will be graded on their use of that material, outside resources and their own ideas for in-class and online discussions.

Seminar participants will join a Slack page for virtual class discussion of key topics. Posts will generally be due on Wednesday evenings. This tool will also be used for group project work.

Because this is a condensed class, attendance is important to meeting the course objectives. Any work or personal conflicts causing students to be late or miss class should be communicated to the instructor in advance. More than one excused absences will likely lower your course grade.

- 25% Online Discussion Board posts and responses. Students will be assessed on:
  - Demonstration of application of assigned reading and class discussion to the prompts
  - Original thinking through outside examples or citing/linking additional relevant sources
  - Topicality, conciseness and writing mechanics
- 25% Group Case Study project; each student will be assigned to a small group to study a provided case study and develop a summary presentation for the class. Groups will be assessed on:
  - Ability to review material and translate key points of applicability to peers
  - Demonstration of understanding of key course topics
  - Presentation skills
- 25% Individual Case Study; each student will research an assigned local or regional location/event combo and develop a case study. Students will be assessed on:
  - Ability to research, analyze and apply critical thinking
  - Demonstration of understanding of key course topics
  - Application of creative thinking to propose future opportunities
  - Mastery of writing, editing and peer review
- 25% Attendance, Participation and Professionalism. Students will be assessed on:
  - Attendance (no more than one absence)
  - Active engagement with guest speakers and presenters
  - Constructive peer review and contribution to the learning community
  - Conduct in classroom and online discussions and with teammates in group project

## **Academic accommodations**

- The Academic Achievement and Access Center (AAAC) coordinates academic accommodations and services for all eligible KU students with disabilities. If you have a disability for which you wish to request accommodations and have not contacted the AAAC, please do so as soon as possible. More information about AAAC can be obtained at the KU Edwards Student Services Welcome Center, Regents Center 119 at 913-897-8539 or [kuecsucces@ku.edu](mailto:kuecsucces@ku.edu). Additional information about AAAC services can be found at [access.ku.edu](http://access.ku.edu). Please contact me privately in regard to your needs in this course.

## Academic Misconduct

We will strictly follow the code of Academic Misconduct detailed in the [Code of Student Rights and Responsibilities](#). University policies covering academic misconduct are spelled out in the current Student Handbook.

**Policy on Plagiarism and Fabrication/Falsification:** The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications. If you have questions about what constitutes plagiarism, fabrication or falsification, please consult the teachers of this course. The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98.

- **Plagiarism**
  - Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.
- **Fabrication and Falsification**
  - Unauthorized alteration or invention of any information or citation in an academic exercise.

## Diversity, inclusivity, and civility

- The instructor considers this classroom to be a place where you will be treated with respect as a human being – regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, gender identity, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the instructor's expectation that ALL students experience this classroom as a safe environment.
- The University of Kansas supports an inclusive learning environment in which diversity and individual differences are understood, respected, and appreciated. We believe that all students benefit from training and experiences that will help them to learn, lead, and serve in an increasingly diverse society. All members of our campus community must accept the responsibility to demonstrate civility and respect for the dignity of others. Expressions or actions that disparage a person's or group's race, ethnicity, nationality, culture, gender, gender identity / expression, religion, sexual orientation, age, veteran status, or disability are contrary to the mission of the University. We expect that KU students, faculty, and staff will promote an atmosphere of respect for all members of our KU community.
- Civility and respect for the opinions of others are very important in an academic environment. It is likely you may not agree with everything that is said or discussed in the classroom. Courteous behavior and responses are expected at all times. When you disagree with someone, be sure that you make a distinction between criticizing an idea and criticizing the person. Expressions or actions that disparage a person's or race, ethnicity, nationality, culture, gender, gender identity / expression, religion, sexual orientation, age, disability, or marital, parental, or veteran status are contrary to the mission of this course and will not be tolerated.

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**Draft schedule** *Instructor reserves the right to adjust to meet learning objectives and student needs*

Week	Topic	Read prior to class	Notes
1 10/21	Syllabus and course review  The experience economy  Terms, topics and tools	- <i>The Atlantic</i> , “Buy Experiences, Not Things” - <i>AdWeek</i> “Consumers Want More Intimacy, More Meaning, More Experiences” -Solis: Empathy & Experience	<ul style="list-style-type: none"> <li>• Introductions and Course overview</li> <li>• Class discussion on the Experience Economy and the psychology of experience marketing</li> <li>• Terms: Events, Tourism, Hospitality</li> <li>• Other types of experience marketing (corporate hospitality, nonprofit fundraisers)</li> <li>• Consumer vs. B2B considerations</li> <li>• Introduce individual project format options</li> </ul> <p><a href="#">Online post assignment TBA</a></p>
2 10/28	Digital and social trends in experience marketing	-Boulevardia video and posted links -Forbes MLB All Star article -Music festival case study p. 12-14 -Marriot social listening case study p. 74-77 -Vail/Epic case study p. 286-288	<p><b>Matt Tidwell, case study on Big 12 Tournament</b></p> <ul style="list-style-type: none"> <li>• Social (organic and paid)</li> <li>• Email marketing</li> <li>• Web sites, apps and online ratings/reviews</li> <li>• Role of GPS and map/direction apps in guiding visitors and attendees</li> </ul> <p><a href="#">Online post assignment TBA</a></p>
3 11/4 <b>*5pm</b>	Experience Design  Customer understanding  Customer touchpoints and “Moments of Truth”	<i>X: The Experience When Business Meets Design</i> 2.2 & 2.3 p. 48-79; 6.1 and 7.0  Recommend: 4.1-4.2 and 5.0-5.2 (assigned in Rel. Mktg. SU19)	<p><b>Tour Dimensional Innovations 5pm, meet at:</b> 3421 Merriam Dr, Overland Park, KS 66203</p> <ul style="list-style-type: none"> <li>• Dimensional Innovations, a local design shop creating innovative exhibits and customer experiences for brands throughout the country will offer a tour and tell us about their recent acquisition of the world’s largest 3D printer</li> </ul> <p><a href="#">Online post assignment TBA</a></p>
4 11/11	Events  Corporate events Community events Fundraising	<i>Forbes</i> article: 13 Communications Strategies...  Event Marketer links/files	<p><b>Guest speaker – Andy DiOrio, Hallmark</b> Events marketing (see Fig. 10.2 p. 283) Marketing neighborhoods, districts and cities Discuss outlines for individual projects</p> <p><a href="#">Online post assignment TBA</a></p>

5 11/18	Tourism	Stages of Travel infographic posted  Brand USA case study materials posted and from text p. 221-223  Group Project Florida case studies	<b>Guest speaker - Chris Perkins re: Brand USA, Albania, Ohio, Florida, Utah and W Virginia</b>  <ul style="list-style-type: none"> <li>Workshop time on Florida tourism group project</li> </ul> Online post assignment TBA
6 11/25 <b>Video</b>	Tourism	Visit Tampa Bay case study  Recommend: Ch 8 p. 211-241	<b>Virtual session with Gina Klein and Elisa DeBernardo, FKQ Advertising, Clearwater, FL</b> <ul style="list-style-type: none"> <li>The agency team who built a highly successful IMC campaign for Visit Tampa Bay will meet with the class (by video) to discuss their approach and results</li> <li>Team work time</li> </ul>
7 12/2	Hospitality	Managing Services Promises and Service Recovery p. 288-96	Group presentations in class <ul style="list-style-type: none"> <li>Hard Rock Daytona launch</li> <li>Sarasota Polar Vortex challenge</li> <li>Fort Myers Sanibel Meeting Planner</li> </ul> Individual project draft due by 12/4 – Write-In and Peer Editing Workshop tentatively 12/4 and/or 12/6
8 12/9	Experience Marketing - history, present and future		<ul style="list-style-type: none"> <li>Individual projects due – format TBD</li> <li>Debrief and course evaluations</li> </ul>