

HTMT360-092 FALL 2007
ONLINE MARKETING FOR HOSPITALITY AND TOURISM
Tate 304, Tuesday 5:30 – 8:15PM (August 21 to September 11, 2007)
(This syllabus is subject to change)

Instructor: Dr. Bing Pan
Office: Beatty Center 315
Office Telephone: 953-2025
e-mail: panb@cofc.edu
<http://www.ota.cofc.edu/pan/>

Office hours: MWF 11:00AM – 1:00PM or by appointment

Recommended Prerequisites: Junior Standing & DSCI 300. No Required Textbook

Course objectives: Hospitality and tourism is information intensive industries and the online channels provide a perfect platform for attracting new customers and retaining the existing customers. This course is an introduction to the evolving world of Internet marketing and the opportunities it provides for hospitality and tourism businesses. We are going to examine the problems, tactics and strategies associated with incorporating electronic methods into the marketing functions. The course includes discussion of the importance of web-site traffic and web site evaluation, search engine marketing, and Internet marketing models with a special focus on **Search Engine Marketing**. These tools are essential for the surviving and prosperous of your hospitality and tourism businesses.

Learning methods: Students will be expected to be active participants in their learning. The course will encompass lectures and hands-on assignments. Group discussions are encouraged. The assignments will all be group assignments and you will also be asked to provide the contributions of each team member at each assignment submission.

Academic Integrity: The College of Charleston's Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else's work in exams, quizzes, and assignments. It includes using notes and other aides during exams when not authorized to do so, collaborating with others for take-home exams, using someone else's idea's without referencing them, or turning in an assignment for this class that was submitted, in whole or in part, for another class. Cheating also includes the allowing of one's work to be copied by another and doing work for another student. If you are unclear about what constitutes cheating, please see the Instructor.

Class attendance: Your attendance is expected and students are responsible for all content and assignments for each class. We only have four sessions so missing one session will also hurt your grade.

Class participation: thinking, doing, and reasoning. 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. 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. I will track your participation in the classroom though I won't call each name in every class. The HTM industry requires

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an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class.

Grade Distribution

	Number of Units	Score	Total
Attendance and Participation	1	30	30
Assignments	3	5+25+20	50
Presentation	1	20	20
Total			100

LETTER GRADE (New Policy from Fall 2006)	
>94	A
90-93.99	A-
86-89.99	B+
83-85.99	B
80-82.99	B-
76-79.99	C+
73-75.99	C
70-72.99	C-
66-69.99	D+
63-65.99	D
60-62.99	D-
<60	60

Assignment 1. Website Evaluation

Assignment 2. Search Engine Marketing Plan

Assignment 3. Creating Online Buzz Plan

Hands-on homework and case studies: Your assignments must be handed in or emailed at the due time. Late submissions will not be accepted.

In addition, you need to make an oral presentation to the class regarding the case. Details will be distributed later.

Disability Students: The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations should notify their professors as quickly as possible.

Presentations: PowerPoint slides used in class and handouts will be available on my web site at <http://www.ota.cofc.edu/pan/>.

Topic Outline (Subject to change – changes at Instructor’s discretion)

Day	Date	Lecture	Assignment
Tuesday	21-Aug	Introduction to Online Marketing	
Tuesday	28-Aug	Search Engine Marketing 1	Assignment 1 Due
Tuesday	4-Sep	Search Engine Marketing 2	Assignment 2 Due
Tuesday	11-Sep	Create Online Buzz and Future Trends	Assignment 3 Due and Presentations