New Course Request

Check Appropriate Boxes: Undergraduate credit ☐ Graduate credit ☑ Professional credit ☐

1. School/Division: Tourism, Conventions and Event Management
2. Academic Subject Code: TCEM
3. Course Number: 531 (must be cleared with University Enrollment Services)
4. Instructor: Yao-Yi Fu

5. Course Title: Event Tourism Marketing
   Recommended Abbreviation (Optional): (Limited to 32 Characters including spaces)

6. First time this course is to be offered (Semester/Year): 4112 Spring 2011

7. Credit Hours: Fixed at 3 or Variable from _______ to _______

8. Is this course to be graded S-F (only)? Yes ☐ No ☑

9. Is variable title approval being requested? Yes ☐ No ☑

10. Course description (not to exceed 50 words) for Bulletin publication: The purpose of this course is to help students learn the process of formulating and managing marketing strategy for event tourism. The course provides understanding of marketing concepts, marketing research and consumer behavior.

11. Lecture Contact Hours: Fixed at 3 or Variable from _______ to _______

12. Non-Lecture Contact Hours: Fixed at 0 or Variable from _______ to _______

13. Estimated enrollment: 10 of which 100 percent are expected to be graduate students.

14. Frequency of scheduling: 2 year Will this course be required for majors? Yes

15. Justification for new course: part of the MS in Event Tourism curriculum

16. Are the necessary reading materials currently available in the appropriate library? Yes

17. Please append a complete outline of the proposed course, and indicate instructor (if known), textbooks, and other materials.

18. If this course overlaps with existing courses, please explain with which courses it overlaps and whether this overlap is necessary, desirable, or unimportant.

19. A copy of every new course proposal must be submitted to departments, schools, or divisions in which there may be overlap of the new course with existing courses or areas of strong concern, with instructions that they send comments directly to the originating Curriculum Committee. Please append a list of departments, schools, or divisions thus consulted.

Submitted by: [Signature] Date: 3/10/10

Department Chairman/Division Director

Date

Dean of Graduate School (when required)

Approved by: [Signature] Date: 3/10/10

Dean

Date

Chancellor/Vice-President

Date

University Enrollment Services

Date

After School/Division approval, forward the last copy (without attachments) to University Enrollment Services for initial processing, and the remaining four copies and attachments to the Campus Chancellor or Vice-President.
Course Description and Rationale

The purpose of this course is to help you gain advanced marketing concepts and learn the process of formulating and managing marketing strategy for event tourism. After taking this class, you should be able to (1) identify aspects of event tourism marketing, (2) review and critically assess different marketing theories and practices in event tourism, and (3) conduct methodological sound marketing research of your own.

Educational Objectives

It is expected that upon completion of TCEM 531, you will be able to:

a) Utilize analytical tools and techniques used to solve marketing problems
b) Apply marketing concepts to a wide range of marketing situations
c) Use marketing research methodology
d) Analyze consumer buying decision process and how that affects marketing management
e) Design and conduct your own research in event tourism marketing including developing a research design, deciding sampling method and sampling size, collecting data, and analyzing data with statistical analysis such as hypothesis testing, regression estimation, factor analysis, and structural equation modeling
f) Write publishable journal papers

To achieve these objectives, the course places a heavy emphasis on discussions, a research project, and case studies. To accomplish these objectives, you must participate in several ways. You must:

- read assigned readings prior to class,
- develop discussion questions based on assigned readings prior to class,
- make note of the class discussions and regard them as a key resource of testable information,
- design and conduct your own marketing research project

Course Content

Lectures and Discussions. You are expected to attend and to prepare fully for every class. This class will focus on class discussions. This method of learning is based on three premises. First, we can all learn a great deal from each other’s points of view and experiences. Second, we often learn more by questioning each other and debating issues than by listening passively or by reading alone. Third, there is no “one best way” to manage complex business problems; rather, we must search for alternatives and weigh them critically. You are encouraged to ask questions and respond to the lectures. You need to assigned readings prior to class so that you will be ready to participate in our discussions.

Case Studies. You may understand marketing concepts well, but it means little if you cannot apply them. These activities will provide you with real-world examples of marketing situations and problems. You will learn how to apply the concepts you learn in this course in order to solve marketing problems.
Assignments. You will be given one or more assignments each week. The assignments could be case studies or a few questions that you will need to answer. The assignments will help you preview topics that will be discussed in class. Each assignment is worth 10 points.

Take-home Exams. There will be two take-home exams. There will be essay questions. You will have one week to work on each exam.

Research Paper. You will conduct marketing research that involves literature review, data collection, data analysis, and presentation of your study to class. The paper must be 15 - 20 pages, double-spaced, and size 12 font. There are two mandatory progress check meetings with the instructor to discuss your research. You are expected to write a high quality publishable research paper. You will present your paper at the end of the semester.

You will submit a proposal of your paper that states your topic and your plan for your study during the second week of the semester. You will select a marketing issue from the list shown below. Please note that those are not the final topics yet. After you select an issue, you will need to narrow it down and decide your specific topic. For instance, if you choose customer satisfaction, your final topic can be factors that influence consumers’ satisfaction or how the tourism industry measures customer satisfaction.

Issues for you to choose from:
- Service failure and service recovery
- Service quality
- Customer satisfaction
- Customer loyalty
- Relationship marketing
- Service guarantee
- Service fairness
- Destination image
- Tourist behavior/consumer behavior in the event tourism industry

Sections that must be included in the paper:
1. Introduction:
Provide background information of your research that includes the importance and purpose of the study and your study plan.
2. Literature Review
You need to discuss research that has been done on your topic. What have previous studies found and suggested? What is the gap in the literature? You must reference at least three books and 15 academic journal articles that are related to your topic.
3. Methodology
You must collect your own first-hand data whether by conducting a survey, an interview(s), or observing consumer behavior. You will need to discuss your research methodology in detail, such as the design of your survey instrument and your plan for data collection.
4. Data Collection
You will be evaluated on the quality and quantity of your data collection approach and results (i.e., the number of people you survey or interview).
5. Data Analysis and Results
Depending on your methodology, you may need to use a statistical software program such as SPSS to run your data.
6. Conclusions and Recommendations
Provide your own thoughts about your findings and make recommendations regarding the management implications of your results and areas for future study.
**Evaluation and Grading**

The course components are:

- Class Participation: 20 points for each meeting
- Case studies: 30 points for each case study
- Take-Home Exams: 100 points for each exam
- Research Paper: 200 points
- Research Paper Presentation: 50 points

**Grading Scale:**

- **A:** 92 - 100 % of total points
- **B:** 82 – 91 % of total points
- **C:** 72 – 81 % of total points
- **D:** 65 -71 % of total points
- **F:** 0 – 64 % of total points

**Bibliography**

- Other resources:  IUPUI Library - [http://www.ulib.iupui.edu/subjectareas/tcem](http://www.ulib.iupui.edu/subjectareas/tcem)

**Cheating And Plagiarism**

Forms of academic misconduct include, but are not limited to, the following: multiple submissions, fabrication, plagiarism, falsifying attendance, grade alteration, facilitating academic dishonesty, etc. Failure to adhere to these policies may be grounds for receiving a failing grade for the ENTIRE course as well as being subjected to further disciplinary action. Please refer to the Code of Student Rights, Responsibilities, and Conduct [http://www.iupui.edu/code/CSR_0106.pdf](http://www.iupui.edu/code/CSR_0106.pdf) for further clarification. This serves as a warning and subsequent notice is not required.

**Americans With Disabilities Act**

Course materials are screened to ensure appropriate content is presented. The instructor should be notified immediately, if select components are offensive to a student’s religion, culture, etc. With advance notice, alternative lectures/submissions can be tailored. Reasonable accommodation will be made for students with documented disabilities. Please notify the instructor and/or contact Adaptive Educational Services via [http://www.iupui.edu/~divrsity/aes/](http://www.iupui.edu/~divrsity/aes/) at CA 001E or call 317.274.3241, at the start of the semester.

**Course Evaluation**

At the end of the semester the course and instructor will officially be evaluated via Oncourse, in a manner that maintains integrity of the process and anonymity of student evaluators. The instructor does not handle completed forms but receives a summary of the comments. Informal feedback is welcomed ANYTIME during the semester.