

**Honors Hospitality and Tourism Marketing**  
**Patricia McTigue**  
**School year 2022/2023**

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**All course work is located in Canvas**

### Course Description

This course is designed for students interested in an advanced study of the hospitality and tourism industry. Emphasis is placed on the following principles as they apply to the industry: Business management, career development options, client relations, ethics, events management, facilities management, legal issues and contracts, promotion, and sponsorships. Skills in communications, human relations, mathematics, psychology, and technical writing are reinforced in this course. Work-based learning strategies appropriate for this course include marketing simulations, projects, teamwork, DECA leadership activities, meetings, conferences, and competitions that provide many opportunities for application of instructional competencies. Independent research will be essential for students to successfully contribute to the collaborative nature of this course.

Participation in DECA is strongly encouraged and recommended to reinforce and apply the concepts learned in this course.

### Supplies

- USB Flash Drive
- Earbuds/ headphone with the auxiliary input (*the cheap kind*).
- Folder or notebook for occasional papers (*the majority of our work is accessed and submitted digitally*)
- Pen/pencil/ paper

### Course Outline

<b>Unit 1</b>	<b>Understand the complexities of hospitality and tourism destinations.</b>
<b>Unit 2</b>	<b>Apply procedures for maximizing on resources at hospitality and tourism destinations.</b>
<b>Unit 3</b>	<b>Understand hospitality marketing.</b>
<b>Unit 4</b>	<b>Understand the impact of customer service at hospitality and tourism destinations.</b>
<b>Unit 5</b>	<b>Understand safety and security and legal and ethical responsibilities at hospitality and tourism destinations.</b>

### DECA

DECA is an association comprised of current and prospective marketing students. This organization allows students to attend field trips, conferences, & competitions that build character, networking, & leadership skills. Marketing students are not required to be in DECA; however, this program is a key component of the curriculum of this course. While DECA events and activities are promoted and discussed in class, official meetings will be held outside of class. Membership for 2018-19 has closed but students are encouraged to apply for membership for the 2019-20 school year if applicable.

### Parent Access

Parents are invited and highly encouraged to become an “observer” in this CANVAS course. Students will need to generate a pairing code to enable access. Complete instructions on how to obtain parental access to the course can be found on my school website.

## Class Expectations/ Policies

- When arriving to class be prepared, professional and positive. Have all necessary supplies and class work. You are to be in your assigned seat **BEFORE** the bell rings.
- The daily agenda will be posted. Complete the **Warm-up** assignment immediately.
- Students are expected to participate in class activities and discussions
- Students are responsible for planning to complete work missed due to school attendance.
- Students are expected to complete and turn in their own work. Any plagiarism or copying of any kind will result in loss of credit and may be subject to further disciplinary action. Cheating is giving and/or receiving any assignments that is not designated as a partner or group work.
- Students are expected to use class computers and the Internet wisely and for educational purposes only.
- All CMHS polices listed in the handbook will be upheld throughout the school year. This pertains to all rules with a special emphasis on dress code, technology use, cell phones, & food in the classroom, and absent from class and make up work.
- I have a STRICT no food policy in my computer lab...seriously, don't eat in my class! Water with a secure top is ok if kept away from the computers.
- **Cell phones must be secured in your bag and out of sight.**
- Respect fellow students, the teacher, and school property at all times.

## Consequences for Violating a Class Policy

1. Verbal Warning
2. Pep talk and communication home
3. Control room referral
4. Administrative Action

## Grading

**Daily Work:** Daily work will include student notes and activities. Class work is designed so each student has the opportunity to complete work in class.

**Projects:** Projects or reports will be assigned on a regular basis. Many can be completed during class time. The projects are designed to allow students to implement their marketing skills and demonstrate learning over time.

**Quizzes:** Quizzes will be given at the end of each objective. The majority of the questions on the quizzes will be used on the comprehensive tests.

**Tests:** Tests will be given on a regular basis. Tests are not always multiple choice and can be hands on activities to prove mastery.

**Class Participation:** Class participation is evaluated on attendance, preparedness, and contributions during class time.

**Make-up work:** Students have five (5) school days to make up any missed assignments. After five (5) school days, any uncompleted work will be recorded as a zero in the grade book.

## Grading Weights

**Assignments 25%** - Daily work, homework, participation, knowledge matters

**Quizzes 25%** - these are not high stakes grades, mastery checks, etc. These will be counted in the assignment/ or test category.

**Warm-ups/ Exit Tickets 10%** - these are great ways to boost grades, must be present for assignments

**Projects 40%** - demonstration of mastery through individual and/ or group collaborative projects

**Tests 25%** - teacher made unit exam tests only\*

\*The final exam for this course is required by the state and cannot be exempted. The final exam score will count as 25% of the overall course grade.