



## 1. General Course Information

### 1.1 Course Details

<b>Course Code:</b>	<b>2222THS</b>
<b>Course Name:</b>	<b>Hotel Distribution and Sales</b>
<b>Trimester:</b>	<b>Trimester 1, 2020</b>
<b>Program:</b>	Associate Degree in Commerce & Business
	Diploma of Commerce
	Diploma of Hotel Management
<b>Credit Points:</b>	10
<b>Course Coordinator:</b>	Dr Mary-Anne Smith
<b>Document modified:</b>	30 January 2020

### Course Description

Hotel Distribution and Sales is a course within the Associate Degree in Commerce and Business. The course is situated within the second year of the program. The Associate Degree in Commerce and Business is designed to provide students with a pathway to:

- further university studies in Commerce, Business and related degrees or
- direct employment into business in the hospitality industry

This course introduces students to the highly complex, competitive and changing marketing environment of the hotel industry, providing them with an awareness and understanding of the unique marketing, distribution and sales challenges faced by hotel operators.

## Assumed Knowledge

To successfully enrol in this Course, you must provide evidence that you have completed 1003MKT Introduction to Marketing.

## 1.2 Teaching Team

Your lecturer/tutor can be contacted via the email system on the portal.

Name	Email
Dr Mary-Anne Smith	<a href="mailto:masm@portal.griffithcollege.edu.au">masm@portal.griffithcollege.edu.au</a>

## 1.3 Staff Consultation

Your lecturer/tutor is available each week for consultation outside of normal class times. Times that your lecturer/tutor will be available for consultation will be given in the first week of lectures. A list of times and rooms will be published on the Griffith College Portal under the "Support and Services/Teacher Consultation Times" link.

## 1.4 Timetable

Your timetable is available on the Griffith College Portal at Class Timetable in Student and Services.

## 1.5 Technical Specifications

All students must have access to a computer or suitable mobile device.

## 2. Aims, Outcomes & Generic Skills

### 2.1 Course Aims

The aim of this course is to examine hotel market segments, tourist behaviour, and marketing, distribution and sales strategies in a complex and dynamic hotel industry. The course explores approaches to designing, selling and delivering tourism and hotel experiences. The course seeks to extend students' knowledge and skills acquired in lower level marketing courses through application of course material to the context of domestic and international hotel settings.

### 2.2 Learning Outcomes

After successfully completing this course you should be able to:

1. Explain the complexities of hotel distribution and sales in the global tourism market
2. Analyse hotel market segments and their influences on future hotel experience design
3. Design a creative hotel experience that integrates distribution choices and maximises sales in the global tourism market
4. Evaluate the changing use of technology in today's distribution and sales of hotel experiences.

## 2.3 Generic skills

For further details on the Generic Skills please refer to the Graduate Generic Skills and Capabilities policy.

Griffith College aims to develop graduates who have an open and critical approach to learning and a capacity for lifelong learning. Through engagement in their studies, students are provided with opportunities to begin the development of these and other generic skills.

Studies in this course will give you opportunities to begin to develop the following skills:

Generic Skills and Capabilities	Taught	Practised	Assessed
Knowledge and skills with critical judgement	✓	✓	✓
Communication and collaboration skills		✓	✓
Self-directed and active learning skills		✓	✓
Creative and future thinking skills		✓	✓
Social responsibility and ethical awareness	✓	✓	✓
Cultural competence and awareness in a culturally diverse environment		✓	

## 3. Learning Resources

### 3.1 Required Resources

Bowie, D., Buttle, F., Brookes, M., & Mariussen, A. (2017). *Hospitality marketing* (3rd ed.). London, UK: Taylor & Francis

### 3.2 Recommended Resources

You may want to read or access additional material to help you with your group marketing project. They may include:

- Kotler, P., Bowen, J.T., & Makens, J.C. (2014). *Marketing for Hospitality and Tourism* (7th ed.). Upper Saddle River: Pearson.

Journals:

- Annals of Tourism. G155.A1 A58
- Cornell Hotel and Restaurant Administration Quarterly. TX901.C67
- International Journal of Tourism Research. (Electronic link Proquest)
- Journal of Consumer Marketing. HF5410.J64
- Journal of Consumer Research. HF5415.3.J68
- Journal of Foodservice Business Research. TX911.3.M3 J68:A
- Journal of Hospitality & Leisure Marketing. TX911.3.M3 J682
- Journal of Hospitality and Tourism Management. TX911.3.M27 A97:A
- Journal of Marketing Research. HF5415.2.J66
- Journal of Marketing HF5415.A2 J6
- Journal of Restaurant & Foodservice Marketing. TX911.3.M3 J68
- Journal of Tourism Studies Per G155.A1 J58
- Journal of Travel and Tourism Marketing G155.A1 .J682
- Journal of Travel Medicine RA783.5 .T49
- Tourism Management G155.A1 I58:A

Websites:

- United Nations World Tourism Organisation
- United Nations World Trade Organisation
- Government statistics
- Supplier statistics
- Google Books – Theoretical text books

### 3.3 College Support Services and Learning Resources

The College provides many facilities and support services to assist students in their studies. Links to information about College support resources that are available to students are included below for easy reference.

[Digital Library](#) – Databases to which Griffith College students have access to through the Griffith Library Databases.

MyStudy – there is a dedicated website for this course via MyStudy on the Griffith College Portal.

[Academic Integrity Tutorial](#) - this tutorial helps students to understand what academic integrity is and why it matters. You will be able to identify types of breaches of academic integrity, understand what skills you will need in order to maintain academic integrity, and learn about the processes of referencing styles.

Services and Support provides a range of services to support students throughout their studies including personal support such as Counselling; Academic support; and Welfare support.

Jobs and Employment in the [Student Hub](#) can assist students with career direction, resume and interview preparation, job search tips, and more.

[IT Support](#) provides details of accessing support, information on s numbers and internet access and computer lab rules.

### 3.4 Other Learning Information

#### **Attendance**

You are expected to attend all lectures and tutorials and to actively engage in learning during these sessions. You are expected to bring all necessary learning resources to class such as the required textbook and /or Workbook. In addition, you may BYOD (bring your own device) to class such as a laptop or tablet. This is not a requirement as computer lab facilities are available on campus, however, the use of such devices in the classroom is encouraged with appropriate and considerate use principles being a priority.

#### **Preparation and Participation in Class**

In order to enhance learning, prepare before lectures and tutorials. Read the relevant section of your text book before a lecture, and for a tutorial read both the textbook and the relevant lecture notes. If you have been given tutorial exercises, make sure you complete them. Active participation in lectures and tutorials will improve your learning. Ask questions when something is unclear or when you want to bring some issue to your lecturer or tutor's attention; respond to questions to test your knowledge and engage in discussion to help yourself and others learn.

#### **Consultation Sessions**

Teachers offer extra time each week to assist students outside the classroom. This is known as 'consultation time.' You may seek assistance from your teacher on email or in person according to how the teacher has explained this to the class. Attendance during consultation time is optional but you are encouraged to use this extra help to improve your learning outcomes.

#### **Course Materials**

Lecture notes will be made available to you in MyStudy on the Griffith College Portal and you are advised to either print these out and bring them to each class so that extra notes can be added or BYOD (bring your own device) and add extra notes digitally.

#### **Self-Directed Learning**

You will be expected to learn independently. This means you must organise and learn the course content even when you are not specifically asked to do so by your lecturer or tutor. This involves revising the weekly course material. It also means you will need to find additional information for some assessment items beyond that given to you in textbooks and lecture notes, and to construct your own response to a question or topic. All of this requires careful planning of your time. Expect to spend, on average, at least 10 hours per week including class time for each of your courses.

**Program Progression**

You are reminded that satisfactory Program Progression requires that attendance in classes is maintained at equal to or greater than 80%, and that GPA is maintained at equal to or greater than 3.5 [please see Griffith College Policy Library - Program Progression Policy - for more information].

**Teacher and course Evaluation**

Your feedback is respected and valued by your lecturers and tutors. You are encouraged to provide your thoughts on the course and teaching, both positive and critical, directly to your lecturer and tutor or by completing course and lecturer evaluations via Griffith College's evaluation tool whenever these are available.

## 4. Learning and Teaching Activities

### 4.1 Weekly Learning Activities

Week	Topic	Activity	Readings	Learning Outcomes
1	Complexity of Selling Hotels: An introduction	Lecture	<i>Bowie, Buttle, Brookes &amp; Mariussen: Chapter 1</i>	1
	Exercise: Your experience	Tutorial		
	Assessment Overview	Workshop		
2	Analysing the Customer	Lecture	<i>Bowie et al Chapters 2 and 3</i>	1,2,3
	Team Activity: Australian Hotel Guests	Tutorial		
	Introduce Project and Form Teams	Workshop		
3	Market Research and Competitive Strategies and Offers	Lecture	<i>Bowie et al Chapters 4 and 15</i>  <i>Reading: Evans, Campbell &amp; Stonehouse. Plus Brenkert</i>	1,2,3
	The Value Proposition	Tutorial		
	Review Research Drafts	Workshop		
4	Placing the Offer for Sales	Lecture	<i>Bowie et al Chapter 6</i>	1,2,3,4
	Positioning	Tutorial		
	Review Research Drafts	Workshop		
	<b>ONLINE QUIZ DUE</b>			
5	Designing the Offer for Sales	Lecture	<i>Bowie et al Chapters 5 and 10</i>	1,2,3,4
	Project Work: Introduce "Elevator Pitch"	Tutorial		
	Review Research Drafts			
	"How to" Exercise MS Exam Techniques.	Workshop		
6	<b>MID SEMESTER EXAM</b> in Lecture Time	Lecture		1,2,3,4
	Team Activity: Review Questions	Tutorial		
	Project work: Elevator Pitch "How to" Personal Presentation Techniques	Workshop		
	Review Research Drafts			
7	Communicating the Offer for Sales	Lecture	<i>Bowie et al Chapter 9</i>	1,2,3,4
	Team Activity: Designing the Offer	Tutorial		
	Review Presentation Drafts	Workshop		
8	Distributing the Offer for Sales	Lecture	<i>Bowie et al Chapter 8</i>	1,2,3,4
	Team Activity: Digital Consumers	Tutorial		
	Project Work: Presentation Drafts and Report Formatting	Workshop		
9	Pricing the Offer for Sales	Lecture	<i>Bowie et al Chapters 7</i>	1,2,3,4
	<b>PRESENTATIONS DUE</b>	Tutorial		
	<b>PRESENTATIONS DUE</b>	Workshop		
	Review Draft Reports			
10	Delivering on the Promise	Lecture	<i>Bowie et al Chapters 11 and 12</i>	1,2,3,4
	Project Work: Report Finalisation	Tutorial		
	Review Report Final Draft	Workshop		
11	Building Relationships	Lecture	<i>Bowie et al Chapters 13 and 14</i>	1,2,3,4
	Team Exercise: Butcher Paper	Tutorial		
	"How to" Exam Writing Techniques	Workshop		
	<b>PROJECT ACTION PLAN DUE</b>			
12	Revision	Lecture		1,2,3,4
	"How to" Mock Exam	Tutorial		
	"How to" Mock Exam	Workshop		

## 5. Assessment Plan

### 5.1 Assessment Summary

Item	Assessment Task	Weighting	Learning Outcomes	Due Date
1	Online Quiz	10%	1,2,3,4	4
2	Mid Semester Exam	20%	1,2,3,4	6
3	Project Presentation	10%	1,2,3,4	9
4	Project Action Plan Justification	20%	1,2,3,4	11
5	Final Exam	40%	1,2,3,4	14

### 5.2 Assessment Detail

Whilst the assessment below focuses on course content, all assessment items will also include assessment of the identified Generic Skills and Capabilities (Section 2.3). Within Communication, specific assessment will be made of your development in written English, academic writing style and referencing conventions, presentation skills and contribution to working in a team.

These assessments are designed to test your knowledge and understanding of hotel distribution and sales within a marketing function and your ability to analyse and apply theory. The exams also provide opportunities to demonstrate your increasing integration and application of the knowledge and understanding you will be building throughout the course.

#### **Online Quiz (10%) SCHEDULED: Week 4.**

This assessment is due in week 4 at the date time stipulated in MoodleAssign on the Course Notes page of the Portal. You will need to participate on an online Quiz. Full details and guidelines are on the Course Notes page of the Portal. (Relevant Learning Outcomes: 1 and 2.)

#### **Mid-Semester Exam (20%) SCHEDULED: Week 6.**

The mid-semester exam will be conducted in the lecture time in week 6 and is worth 20% of your course grade. The exam requires you to synthesise material from topics and readings in weeks 1-5 inclusive, to answer four 250-word, short answer questions. The exam will help you learn key principles of hotel markets and behaviours and their effect on hotel experience design. The grading criteria for the exam will be explained during the exam review session in week 5. (Relevant learning outcomes 1, 2 and 4.)

#### **Project Presentation – PART A (10%) SCHEDULED: Week 9.**

The team will present in the week 9 tutorial/workshop and this is worth 10% of your course grade. Your team will demonstrate developed presentation skills and individual contribution to the team. The presentation is a summary of the hotel's current operating environmental situation, outline the difference between the current product/service and the proposed hotel experience design, and discuss the proposed methods of distribution and sales. Full details and guidelines are on the Portal. (Relevant learning outcomes 1, 2, 3, and 4.)

#### **Project Action Plan Justification - PART B (20%) SCHEDULED: Week 11.**

This assignment is due in Week 11 at the date and time stipulated in MoodleAssign on the Course Notes of the Portal. The final stage of the project is an academically written 1,200 word report that is worth 20% of your course grade. The report details the amended material from the presentation. The report must be correctly formatted including a table of contents, numbered sections, an APA style reference list, and appendices. Full details and guidelines are on the Portal. The purpose of the report is to clearly convey and justify your proposed marketing action plan of the new or modified hotel experience plus distribution and sales action plans. You are required to demonstrate your knowledge and understanding of marketing theories and concepts, applying them correctly through strategic decision-making practice. You are also required to demonstrate development in written English, academic writing style and referencing conventions, presentation skills and contribution to working in a team. (Relevant learning outcomes 1, 2, 3, and 4.)

#### **Final Exam (40%) SCHEDULED: Week 14.**

The final exam consisting of four short answer and one short essay questions will assess your understanding and application of the lecture topics covered throughout the 12 week semester but with an emphasis on the content covered between weeks 7-12. (Relevant leaning outcomes 1, 2, 3 and 4.)

## 5.3 Late Submission

An assessment item submitted after the due date, without an approved extension from the Course Coordinator, will be penalised. The standard penalty is the reduction of the mark allocated to the assessment item by 5% of the maximum mark applicable for the assessment item, for each working day or part working day that the item is late. Assessment items submitted more than five working days after the due date are awarded zero marks.

Please refer to the Griffith College website - Policy Library > Assessment Policy for guidelines and penalties for late submission.

## 5.4 Other Assessment Information

### Retention of Originals

You must be able to produce a copy of all work submitted if so requested. Copies should be retained until after the release of final results for the course.

### Requests for extension

To apply for an extension of time for an assignment, you must submit an [Application for Extension of Assignment](#) form to your teacher at least 24 hours before the date the assignment is due. Grounds for extensions are usually: serious illness, accident, disability, bereavement or other compassionate circumstances and must be able to be substantiated with relevant documentation [e.g. [Griffith College Student Medical Certificate](#)]. Please refer to the Griffith College website - Policy Library - for guidelines regarding extensions and deferred assessment.

### Return of Assessment Items

1. Marks awarded for in-trimester assessment items, except those being moderated externally with Griffith University, will be available on the Student Portal within fourteen [14] days of the due date. This does not apply to the final assessment item in this course (marks for this item will be provided with the final course result).
2. Students will be advised of their final grade through the Student Portal. Students can review their exam papers after student grades have been published (see relevant Griffith College Fact Sheet for allocated times at Support> Factsheets). Review of exam papers will not be permitted after the final date to enrol.
3. Marks for **all** assessment items including the final exam (if applicable) will be recorded in the Moodle Course Site and made available to students through the Moodle Course Site.

*The sum of your marks overall assessment items in this course does not necessarily imply your final grade for the course. Standard grade cut off scores can be varied for particular courses, so you need to wait for the official release of grades to be sure of your grade for this course.*



## 6. Policies & Guidelines

Griffith College assessment-related policies can be found in the [Griffith College Policy Library](#) which include the following policies:

Assessment Policy, Special Consideration, Deferred Assessment, Alternate Exam Sitting, Medical Certificates, Academic Integrity, Finalisation of Results, Review of Marks, Moderation of Assessment, Turn-it-in Software Use. These policies can be accessed using the 'Document Search' feature within the [Policy Library](#)

**Academic Integrity** Griffith College is committed to maintaining high academic standards to protect the value of its qualifications. Academic integrity means acting with the values of honesty, trust, fairness, respect and responsibility in learning, teaching and research. It is important for students, teachers, researchers and all staff to act in an honest way, be responsible for their actions, and show fairness in every part of their work. Academic integrity is important for an individual's and the College's reputation.

All staff and students of the College are responsible for academic integrity. As a student, you are expected to conduct your studies honestly, ethically and in accordance with accepted standards of academic conduct. Any form of academic conduct that is contrary to these standards is considered a breach of academic integrity and is unacceptable.

Some students deliberately breach academic integrity standards with intent to deceive. This conscious, pre-meditated form of cheating is considered to be one of the most serious forms of fraudulent academic behaviour, for which the College has zero tolerance and for which penalties, including exclusion from the College, will be applied.

However, Griffith College also recognises many students breach academic integrity standards without intent to deceive. In these cases, students may be required to undertake additional educational activities to remediate their behaviour and may also be provided appropriate advice by academic staff.

As you undertake your studies at Griffith College, your lecturers, tutors and academic advisors will provide you with guidance to understand and maintain academic integrity; however, it is also your responsibility to seek out guidance if and when you are unsure about appropriate academic conduct.

In the case of an allegation of a breach of academic integrity being made against a student he or she may request the guidance and support of a Griffith College Student Learning Advisor or Student Counsellor.

Please ensure that you are familiar with the Griffith College Academic Integrity Policy; this policy provides an overview of some of the behaviours that are considered breaches of academic integrity, as well as the penalties and processes involved when a breach is identified.

For further information please refer to the Griffith College website - Policy Library > Academic Integrity Policy

### **Reasonable Adjustments for Assessment – The Disability Services policy**

The Disability Services policy (accessed using the Document Search' feature with the [Policy Library](#)) outlines the principles and processes that guide the College in making reasonable adjustments to assessment for students with disabilities while maintaining academic robustness of its programs.

### **Risk Assessment Statement**

There are no out of the ordinary risks associated with this course.

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