APPLICATION FOR CHANGE IN EXISTING COURSE: MAJOR & MINOR

1. Submitted by College of Human Environmental Sciences        Date: 2/27/02
   Department/Division offering course Nutrition and Food Science

2. Changes proposed:
   (a) Present prefix and number NFS 610 Proposed prefix and number NFS 610
   (b) Present title Hospitality and Dietetics Administration & Assessment
       New title Marketing in Hospitality and Dietetics
   (c) If course title is changed and exceeds 24 characters (including spaces), include a sensible title): Marketing Hosp & Dietet
   (d) Present credits: 3 Proposed credits: 3
   (e) Current lecture:laboratory ratio 100:0 Proposed: 100:0
   (f) Effective Date of Change: (Semester & Year) Fall 2003

3. To be Cross-Listed as

   (Prefix and Number) (Signature: Dept. Chair)

4. Proposed change in Bulletin description:
   (a) Present description (including prerequisite’s): This course concentrates on marketing and human resources issues relating to dietetics and hospitality organizations. Marketing problems, and employee-employer relations are approached from management’s point of view. Problems and characteristics specific to service oriented organizations in general will be examined, as well as those specific to the hospitality and dietetics professions.
   (b) New description: This course overviews the discipline of marketing as it relates to the hospitality and dietetics professions. Special emphasis will be placed on the analysis of the marketing environment, marketing strategies and the diversity of marketing practices used by the hospitality industry and dietetics profession. This course will provide opportunities for students to develop appropriate marketing approaches in today’s increasingly competitive and complex global marketplace.
   (c) Prerequisite(s) for course as changed: MKT 300 or HMT 320 or equivalent course

5. What has prompted this proposal? 1)Through prerequisites, improve graduate students’ prior knowledge and exposure to marketing concepts before taking course and 2) expand the marketing depth and remove redundancies covered in other graduate courses (technology and human resource concepts).
6. If there are to be significant changes in the content or teaching objectives of this course, indicate changes: The depth of marketing concepts will be increased by 50% with removal of human resource and technology concepts from course. Technology (including website development) and Human resource concepts are taught in other course (NFS 646 and NFS 648) in the graduate program.

7. What other departments could be affected by the proposed change? None

8. Will changing this course change the degree requirements in one or more programs? If yes, attach an explanation of the change.* no

9. Is this course currently included in the University Studies Program? no

10. If the course is a 100-200 level course, please submit evidence (e.g. correspondence) that the Community College System has been consulted. no

11. Is this a minor change? Yes No x (NOTE: See the description on this form of what constitutes a minor change. Minor changes are sent directly from the Dean of the College to the Chair of the Senate Council. If the letter deems the change not to be minor, it will be sent to the appropriate Council for normal processing.)

12. Within the Department, who should be consulted for further information on the proposed course change?
Name: Mary Roseman
Phone Extension: 7-4965

Signature of Approval:
Department Chair: Date: 11/18/02
Dean of the College: Date: __________

Date of Notice to the Faculty: __________

** Undergraduate Council: Date: __________

**Graduate Council: Date: __________

**Academic Council for the Med. Ctr.: Date: __________

**Senate Council: Date of Notice to Univ. Senate: __________

ACTION OTHER THAN APPROVAL: __________
NFS 610
Hospitality and Dietetics: Administration and Assessment
(Proposed Name Change: Marketing in Hospitality and Dietetics)

COURSE SYLLABUS

Instructor: 
Office: 
Office Phone: 
E-mail Address: 

Course Description:
This course overviews the discipline of marketing as it relates to the hospitality and dietetics professions. Special emphasis will be placed on the analysis of the marketing environment, marketing strategies and the diversity of marketing practices used by the hospitality industry and dietetics profession. This course will provide opportunities for students to develop appropriate marketing approaches in today's increasingly competitive and complex global marketplace.

Prerequisites: Admission to Graduate Program 
Marketing 300 or HMT 320 or equivalent courses

Accreditation:
The University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). The College of Human Environmental Sciences is accredited by the Council of Accreditation of the American Association of Family and Consumer Sciences. This accreditation is granted for ten years and expires in Spring 2008. The American Dietetics Association accredits this course.

Instructional Accommodations:
Students with disabilities are responsible for ensuring the University instructor is aware of their disabilities and required accommodations. Students must provide the instructor evidence that they have met with the Disability Resource Center by providing that office's support documentation about their disability and required accommodations.

Required Texts:
None

Reference Texts:
Copies of texts are available for checkout from professor:


NFS 610 Course: 12/02/02


**Course Objectives:**

Upon completion of the course, the student will be able to:

1. Thoroughly analyze and evaluate marketing strategies and plans in the hospitality and foodservice industry and the dietetics profession.
2. Understand and apply major marketing concepts, i.e., segmentation, research, consumer behavior, product development, marketing mix, positioning, electronic marketing, etc.
3. Analyze and apply consumer behavior trends, consumer motivation, information search, cultural influences and decision-making to marketing strategies.
4. Develop strategic thinking skills and sound and executable marketing plans.

**Student Outcomes and Assessment Measures**

Upon completion of the course, the student will be able to:

1. Apply knowledge on marketing strategies and plans to the hospitality and dietetics industry having 1) analyzed and synthesized industry case studies and articles, 2) met with an expert in the industry to discuss their company’s marketing plan and 3) prepared a market plan for the hospitality, foodservice or dietetics area.
2. Understand and apply major marketing concepts to the industry (i.e., segmentation, research, consumer behavior, product development, marketing mix, positioning, electronic marketing, etc.) having researched, analyzed, developed and presented/written on these concepts through assignments during the semester.
3. Apply knowledge regarding advertising, promotion, and PR in an effective manner having incorporated these aspects of marketing to their Marketing Plan.
4. Discuss a marketing plan for an entrepreneur in the hospitality, foodservice or dietetics profession having met with them and discussed and analyzed all aspects of their Marketing Plan, including discussing and analyzing the marketing elements used, their effectiveness, and costs.

**Journals and Trade Magazines:**
The following academic and trade journals will be used for reference purposes:

1. Academic and research journals in the areas of dietetics and hospitality/tourism
   - Journal of the American Dietetic Association
   - Journal of Restaurant & Foodservice Marketing
   - Harvard Business Review
   - Journal of Foodservice Systems
   - The Cornell Hotel & Restaurant Administration Quarterly

   \[\text{Journal of Hospitality and Leisure Marketing}\]
   \[\text{Journal of Travel and Tourism Marketing}\]
   \[\text{Journal of Vacation Marketing}\]
   \[\text{International Journal of Hospitality Mgt}\]
   \[\text{International Journal of Contemporary Hospitality Management}\]

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2. Trade journals:
   - Nations Restaurant News
   - Restaurant USA
   - Hotel & Motel Management
   - Brand Packaging
   - Promo
   - Advertising Age

   Restaurants & Institutions
   - Restaurant Hospitality
   - Restaurant Business
   - Brand Week
   - Chain Leader

Instructional Strategies:
A variety of instructional strategies are used that provide the student opportunities to understand, analyze and apply marketing concepts and strategic thinking skills. The course will consist of primarily class discussions, written case studies, and individual or group presentations. A major project will be completed over the course of the semester. Where appropriate, industry guest speakers and site-visits to industry will be included. The overall climate of the course is one where students are participatory and actively engaged.

Students Responsibilities and Criteria for Evaluation:

Attendance:
Regular class attendance is required. If you have a borderline grade and have been habitually late or absent (2 or more times), attendance will be used in your evaluation. Students should submit documentation for all absences. Points will be deducted from class activities for unexcused absences. Keep the instructor informed!

Projects/Assignments:
Students are responsible for completing class assignments and individual/group projects on time. All written projects must be word processed unless otherwise indicated by the instructor. All presentations must include audiovisuals; i.e. power point or transparencies. In the event a student is late turning in an assignment, points will be deducted for each day it is late and the assignment will not be accepted beyond two weeks after the due date. In-class activities/presentations cannot be made up if missed due to an unexcused absence. No project/assignment will be accepted after the deadline without prior permission from the instructor.

The instructor will provide detailed information on the following major assignments:
1. Industry Profession Case Studies
2. Living Case Study
3. Presentations on Applied Marketing Concepts
4. Marketing Plan - Semester Project
Class Participation:
Active class participation is a key element for your success in this course. Actively participating in class allows you to learn how to express your ideas and opinions on the subject being discussed. Students are not automatically given points toward their final grade just for attending class – it is earned based on your participation in class discussions and evidence that your opinions and thoughts were formed through strong preparation prior to class.

Class Values:
1. Consider this course like your career. If you do, then you will value:
2. Attending class
3. Being engaged and participatory during class
4. Being a team player by:
   a. helping others
   b. being involved
   c. doing your fair share of the work
   d. allowing others to equally participate
   e. having an emotional stake in the success of the class, projects and your classmates
5. A graduate course is like a job. It’s not enough to just do the minimum. Students should strive for excellence and exceed the expectations of others.

Academic Dishonesty:
The University of Kentucky does not tolerate dishonesty in any form. Academic dishonesty is an intentional misrepresentation to gain undeserved advantage by cheating, plagiarism or unauthorized possession of exams. Please read, understand and adhere to the Student Rights and Responsibilities document located on the University of Kentucky website: www.uky.edu/StudentAffairs/Code/.

Class Policies: The following policies relate specifically to this class:
1. Cheating, plagiarism: Cheating on tests, unauthorized possession of exams, or plagiarism of any assignment will result in the minimum punishment of an “E” in the course.
2. Penalty for late assignments: Late assignments will loose points for each day they are late. Assignments will not be counted if turned in after two weeks of their due date.
3. Cell phone and pagers: All cell phones/pagers must be turned off during class time.
4. In order to successfully complete this course, you must take all exams and complete all projects and activities.

Grade Distribution:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Grade Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam (1)</td>
<td>20%</td>
<td>100 - 90</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
<td>89 - 80</td>
</tr>
<tr>
<td>Semester Project - Marketing Plan</td>
<td>30%</td>
<td>79 - 70</td>
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<tr>
<td>In-class Discussions/Presentations of Marketing Concepts</td>
<td>30%</td>
<td>69 - 60</td>
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<tr>
<td>Living Case Study</td>
<td>10%</td>
<td>Below 60</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

Grade Scale

- A: 100 - 90
- B: 89 - 80
- C: 79 - 70
- D: 69 - 60
- E: Below 60
**NFS 610**  
Hospitality and Dietetics: Administration and Assessment  
(Proposed Name Change: Marketing in Hospitality and Dietetics)

<table>
<thead>
<tr>
<th>Week and Date</th>
<th>Concepts Covered</th>
<th>In-class Activities</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Class Introduction, Syllabus, Discussion of Projects, Class and Industry Activities</td>
<td>Analysis of Case Studies</td>
<td>Students will bring to class in Week 2 examples of mission statements from companies or departments in the hospitality, foodservice or dietetics industries.</td>
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<td>Week 2</td>
<td>Marketing Strategies</td>
<td>Discussion of Strategic Planning, Mission, SWOT analysis</td>
<td>Students will analyze and synthesize Case Studies on marketing strategies for class discussion in Week 3.</td>
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<tr>
<td>Week 3</td>
<td>Marketing Strategies and Marketing Plan</td>
<td>Discussion of Case Study #1 and overview of the key elements of a Marketing Plan.</td>
<td>Students will research and bring to class two articles in trade journals on consumer behavior in the areas of hospitality or dietetics to enrich class discussion in Week 4.</td>
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<td>Week 4</td>
<td>Consumer Behavior</td>
<td>Discussion of consumer behavior with emphasis on consumer wants and needs, demographics, influences and motivation</td>
<td>Students will research and bring to class two articles in trade or research journals on consumer decision making in the areas of hospitality or dietetics to enrich class discussion in Week 5.</td>
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<tr>
<td>Week 5</td>
<td>Consumer Behavior</td>
<td>Discussion of consumer information search and buyer decision-making process</td>
<td>Students will find two examples of marketing research in the hospitality or dietetics industry and analyze and contrast methodology and results for Week 6.</td>
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<tr>
<td>Week 6</td>
<td>Marketing Research</td>
<td>Present example of marketing research. Discuss different types of research and analyze appropriateness. Discuss the role marketing research plays in a sound Marketing Plan.</td>
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<td>Week 7</td>
<td>Segmentation, Targeting and Positioning</td>
<td>Discussion of segmentation, targeting, positional, customer profile and the role they play in the Marketing Plan</td>
<td>Living Case Study due in Week 8. Students will find at least 3 examples/references on how a company in the discipline of hospitality, foodservice or dietetics is applying or not applying segmentation, targeting and positioning. Examples can include 1) Articles from journals and magazines 2) Articles from newspapers 3) Advertisements on TV, radio and in print, 4) brochures, pamphlets, menus and Websites and 5) personal experience.</td>
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<tr>
<td>Week and Date</td>
<td>Concepts Covered</td>
<td>In-class Activities</td>
<td>Assignments</td>
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<tr>
<td>Week 8</td>
<td>Segmentation, Targeting and Positioning</td>
<td>Roundtable discussion of Living Case Study</td>
<td>Students will present and discuss their Living Case Study with the class in a roundtable discussion.</td>
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<td>Week 9</td>
<td>Electronic Marketing</td>
<td>Present example(s) of electronic marketing with analysis</td>
<td>Students will research one or more example(s) of electronic marketing in the hospitality, foodservice or dietetics industry and analyze the approach used based on marketing principles. Students will present findings to the class.</td>
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<td>Week 10</td>
<td>Advertising, Promotions and Public Relations</td>
<td>Discussion on the role advertising, promotion, Local Store Marketing, and Public Relationships play in a sound Marketing Plan</td>
<td>Students will find at least 3 examples of advertising, promotions, and public relations activities used in the hospitality and dietetics industry and analyze the approaches based on marketing principles for discussion in Week 11.</td>
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<tr>
<td>Week 11</td>
<td>Advertising, Promotions and Public Relations</td>
<td>Present examples of advertising, promotions and PR with analysis</td>
<td>Students will present their examination of different forms of advertising, promotion, and PR and their effectiveness. Students will discuss the role advertising, promotion and public relations play in relation to their Marketing Plan.</td>
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<tr>
<td>Week 12</td>
<td>Entrepreneurship</td>
<td>Discuss specific marketing elements needed in starting your own business.</td>
<td>Students will meet with an entrepreneurial in the hospitality, foodservice or dietetics industry to discuss and analyze all aspects of their Marketing Plan including discussing and analyzing the marketing elements used, effectiveness, costs, and creative development. Students will present their findings to the class.</td>
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<td>Week 13</td>
<td>Marketing Plan</td>
<td>No class so students can work on Marketing Plans</td>
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<td>Week 14</td>
<td>Marketing Plan</td>
<td>Presentation of Marketing Plans to Board of Directors of the company</td>
<td>Students working in teams of two will present their Marketing Plan for a present day company in the restaurant, hotel, foodservice, tourism or dietetics industry applying all major Marketing concepts. The Marketing Plan will include four major components of a thorough Marketing Plan - Executive Summary, Situational Analysis and Marketing Strategies and Tactics.</td>
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<tr>
<td>Week 15</td>
<td>Marketing Plan</td>
<td>Presentation of Marketing Plans to Board of Directors of the company. Review Final Exam.</td>
<td>Continuation of Marketing Plans</td>
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<td>Week 16</td>
<td>Final Exam</td>
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<td>Final Exam</td>
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