PURDUE UNIVERSITY
REQUEST FOR ADDITION, EXPIRATION,
OR REVISION OF AN UNDERGRADUATE COURSE
(10000-40000 LEVEL)

DEPARTMENT Consumer and Family Sciences EFFECTIVE SESSION Spring 2011

INSTRUCTIONS: Please check the items below which describe the purpose of this request.

☑ 1. New course with supporting documents
☑ 2. Add existing course offered at another campus
☐ 3.Expiration of a course
☐ 4. Change in course number
☐ 5. Change in course title
☐ 6. Change in course credit/type

☑ 7. Change in course attributes (department head signature only)
☐ 8. Change in Instructional hours
☐ 9. Change in course description
☐ 10. Change in course requisites/restrictions
☐ 11. Change in semesters offered (department head signature only)
☐ 12. Transfer from one department to another

PROPOSED:

Subject Abbreviation: HTM
Course Number: 37800
Long Title: Destination and Resort Marketing
Short Title: Resort Marketing

EXISTING:

Subject Abbreviation
Course Number

TERMS OFFERED:

Check All That Apply
☐ Fall ☑ Spring ☐ Summer

CAMPUS(ES) INVOLVED
☐ Calumet
☐ Cont Ed
☐ Ft. Wayne
☐ N. Central
☐ Indspots
☐ Tech Statewide
☐ W. Lafayette

COURSE ATTRIBUTES: Check All That Apply

☐ 1. Pass/No Pass Only
☐ 2. Satisfactory/Unsatisfactory Only
☐ 3. Repeatable
☐ 4. Credit by Examination
☐ 5. Special Fees

☐ 6. Registration Approval Type: [ ] Instructor
☐ 7. Variable Title
☐ 8. Honors
☐ 9. Full Time Privilege
☐ 10. Off Campus Experience

Schedule Type

Lecture
Recitation
Presentation
Lab/Lab Prep
Studio
Distance
Clinic
Service Learning
Research
Ind. Study
Fieldwork/Observation

Minutes Per Mth
15b

Meetings Per Week
3

Weeks Offered
5

% of Credit Awarded

Cross-Listed Courses

COURSE DESCRIPTION (INCLUDE REQUISITES/RESTRICTIONS):

Destinations are emerging as a fundamental concept in the study of tourism development. Resorts are, in most cases, nested within destinations, their commercial destiny being therefore interdependent. This course will examine the challenges and opportunities associated with promoting resorts and destinations. Students will examine and compare strategies. They will also have opportunities to develop and apply some hands on marketing approaches.

P: HTM 18100, FNN 20300 and FNN 20400

COURSE LEARNING OUTCOMES:

At the end of this course you will be able to: 1) Understand the nature of destination marketing and its challenges; 2) Understand the nature of resort marketing and the relationship with destination marketing; 3) Analyze the contribution of different sectors within the destination to the whole destination product; 4) Recognize and analyze the contribution of different departments within a resort to the overall marketing of the resort; 5) Evaluate the importance of yield management and revenue management systems as part of the marketing process; 6) Recognize the nature of competition and develop strategies to become more competitive for both resorts and destinations; 7) Demonstrate an awareness of the role of appropriate crisis management procedures in the marketing of resorts and destinations; 8) Understand the process of creating a marketing plan

Calumet Department Head Date Calumet School Dean Date
Ft. Wayne Department Head Date Fort Wayne School Dean Date
Indianapolis Department Head Date Indianapolis School Dean Date
Cent. Faculty Senate Chair Date Vice Chancellor for Academic Affairs Date
West Lafayette Department Head Date West Lafayette College/School Dean Date
West Lafayette Registrar Date

OFFICE OF THE REGISTRAR
INDIANA UNIVERSITY – PURDUE UNIVERSITY
AT FORT WAYNE
College of Health and Human Services
Department of Consumer & Family Sciences
Destination and Resort Marketing

COURSE DESCRIPTION

Destination and Resort Marketing (3 credits)
Destinations are emerging as a fundamental concept in the study of tourism
development. Resorts are, in most cases nested within destinations, their
commercial destiny being therefore interdependent. This course will examine the
challenges and opportunities associated with promoting resorts and destinations.
Students will examine and compare strategies. They will also have opportunities
to develop and apply some hands on marketing approaches.

INSTRUCTOR INFORMATION

Sue Clark
Palm Island Resort, Florida
Contact: email clarksue13@gmail.com or clarks@ipfw.edu
Cell phone: 607 435 1096

COURSE GOALS AND OBJECTIVES

Course Goals
To provide a basis of understanding and a framework for marketing in both
destinations and resorts. There is a particular focus on recognizing competition
and being competitive in an ever changing market environment. This includes the
study of the interrelationships between resorts and their destinations and also the
relationship between separate component parts of their products.

Learning Objectives
At the end of this course you will be able to

- Understand the nature of destination marketing and its challenges
- Understand the nature of resort marketing and the relationship with destination
  marketing
- Analyze the contribution of different sectors within the destination to the whole
  destination product
- Recognize and analyze the contribution of different departments within a resort to
  the overall marketing of the resort
- Evaluate the importance of yield management and revenue management systems
  as part of the marketing process
30% of total grade

5. Final Assignment will be an integrated project with Sustainable Tourism and Resort Management and will occur in week commencing May 2nd, further details will be provided closer to the time

20% of total grade

PLEASE NOTE THAT LATE SUBMISSIONS OF ANY ASSIGNMENT MAY ONLY BE ACCEPTED WHEN I HAVE BEEN ADVISED OF THE CIRCUMSTANCES CAUSING THE DELAY IN PERSON, VIA EMAIL OR TELEPHONE/TEXT MESSAGE IN ADVANCE OF THE DUE TIME AND DATE. NON COMPLIANCE WILL RESULT IN A 0% GRADE. THE ONLY EXCEPTION BEING WHEN CONFIDENTIAL MATTERS HAVE BEEN SHARED WITH DR. NISER WHO WILL ADVISE ME WITHOUT DISCLOSING THE NATURE OF THESE MATTERS.

COURSE POLICIES

IPFW STUDENT HANDBOOK AND PLANNER
Students are expected to read, understand and follow all the information in the current IPFW Student Handbook and Planner. In particular, be familiar with the IPFW Code of Student Rights, Responsibilities, and Conduct.

CFS STUDENT HANDBOOK
Note: Hospitality Management and other CFS majors, you are expected to read, understand and follow the Department of Consumer and Family Sciences (CFS) Student Handbook. All rules and regulations found within the CFS Student Handbook are an integral part of this syllabus and apply to this course for students in CFS. The handbook may be accessed through the CFS website at http://www.ipfw.edu/cfs/.

CFS ETHICAL AND MORAL STANDARDS REGARDING ACADEMIC HONESTY AND PROFESSIONAL BEHAVIOR
CFS is committed to offering education that will prepare students to follow the highest ethical and moral standards in their professional and personal lives. For this reason, professional and mature conduct is expected of all students at all times.

Any form of academic dishonesty is in direct conflict with the above mentioned standard and will result in an F grade for the
EVALUATION

Details of all assessments and evaluation will be posted separately to students and to IPFW. Dates and percentage grades as posted above.

Note: the following grading scale is required for all CFS courses.

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<thead>
<tr>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>93.49 or above    = A</td>
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<tr>
<td>89.49 – 93.48      = A-</td>
</tr>
<tr>
<td>86.49 – 89.48      = B+</td>
</tr>
<tr>
<td>83.49 – 86.48      = B</td>
</tr>
<tr>
<td>79.49 – 83.48      = B-</td>
</tr>
<tr>
<td>76.49 – 79.48      = C+</td>
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<tr>
<td>73.49 – 76.48      = C</td>
</tr>
<tr>
<td>69.49 – 73.48      = C-</td>
</tr>
<tr>
<td>66.49 – 69.48      = D+</td>
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<tr>
<td>63.49 – 66.48      = D</td>
</tr>
<tr>
<td>59.49 – 63.48      = D-</td>
</tr>
<tr>
<td>Below 59.49        = F</td>
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AVAILABLE SUPPORT SERVICES

SERVICES FOR STUDENTS WITH DISABILITIES (Required statement)
Services for Students with Disabilities offers assistance for students with special needs and is located in Walb Union 113. Phone: 260-481-6657 (has voice mail and TDD). Please be certain that you are fully registered with this office and notify your instructor during the first week of class.

CENTER FOR ACADEMIC SUPPORT AND ADVANCEMENT (CASA)
Assistance with reading and study skills, tutoring, supplemental instruction, etc. Kettler G23 (CASA Office) and Kettler G21 (The SPOT).

THE WRITING CENTER
A writing consultant will work with you one-on-one to provide assistance with writing better papers. Kettler G25.

IPFW/PARKVIEW HEALTH AND WELLNESS CLINIC
Provides comprehensive health services to meet the medical and psychological needs of students, faculty, and staff at IPFW. Fee-for-service. Walb Union, Room 234, 260-481-5748.

PERSONAL COUNSELING SERVICES FOR IPFW STUDENTS
IPFW/Parkview Student Assistance Program offers free evaluations, short-term supportive counseling, education, and referrals to currently enrolled IPFW students. Walb Union, Room 210, 260-373-8060, or 800-721-8809.

DIVERSITY AND MULTICULTURAL AFFAIRS

INTERNATIONAL SERVICES
The IPFW’s International Student Services (ISS) serves as the initial contact for all students from abroad and remains a point of reference while at IPFW. Kettler 104, 260-481-6034.

CENTER FOR WOMEN AND RETURNING ADULTS
Support and services for women and returning adults. Walb Union, Rm 120, 260-481-4140.

IT SERVICES HELP DESK
Services for computer/technology support. Kettler Hall, Rm 206, 260-481-6030.

CAREER SERVICES
Assistance with the following areas is provided for IPFW students and alumni: academic major and career choices; career assessments; full-time, part-time, internship, and work-study employment opportunities posted on our JobZone job database; job- and internship-search strategies; resume and cover letter creation; and graduate school and interview preparation. Additional information and a comprehensive list of our services is available on our web site at www.ipfw.edu/career. Kettler 109, 260-481-0689.