



School of Business & Creative Design

HOSPITALITY AND TOURISM MANAGEMENT PROGRAM

Course Outline – Term Winter 2014

HAT 2093

Promotion & Communication for Tourism

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Approved by: Yvonne Clarke, Associate Dean

Prerequisite: ITS 1033

Co requisite: None

1. Course Description

This course is designed to lead the student through elements of the promotion & communication mix for a hospitality and tourism enterprise. Focus will be placed on the creation of promotional materials, publicity and public relations. Determining the appropriate mix for various tourism businesses will be addressed. Various types of software will be applied to create an assortment of visual media

2. General Education and Essential Employability Skills

This course provides the following provincial Essential Employability Skills:

- #1: Communication
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

Is this course approved as a General Education course?

☒

No

☐

Yes

Students should refer to their program's restricted General Education courses for final determination.

3. Learning Outcomes

1. Explain the promotional mix and its application to hospitality and tourism operations
2. Compare and contrast various media available to Hospitality and Tourism businesses
3. Evaluate promotional and merchandising materials for HAT businesses
4. Create effective promotional materials
5. Apply common principles to various public relations activities
6. Demonstrate the ability to use software for the creative development of advertising and promotional materials

4. Learning Objectives

		Learning Outcome Reference Number
Unit 1		
1.1	Explain the promotional mix and its application to hospitality and tourism operations	[1]
1.2	List the elements of the promotional mix	[1]
1.3	Give examples of the application of each element in the tourism industry	[1,2]
1.4	Discuss the effectiveness of the elements in various examples	[1,2]
Unit 2		
2.1	Compare and contrast various media available to Hospitality and Tourism businesses	[3]
2.2	Identify various media alternatives available to Hospitality operations	[3]
2.3	Discuss the advantages and disadvantages of various media	[3]

Unit 3

- 3.1 Evaluate promotional and merchandising materials for HAT businesses [3]
- 3.2 Present and evaluate the effectiveness of various promotional materials [3]
- 3.3 Discuss the role of merchandising methods currently in use within industry [3]

Unit 4

- 4.1 Create effective promotional materials [4]
- 4.2 Explain basic design principles for use in advertising and promotional materials [3,4]
- 4.3 Discuss the concept of contrast in relation to well designed print work [3,4]
- 4.4 Outline the role of repetition in effective print materials [3,4]
- 4.5 Describe the principles of alignment [3,4]
- 4.6 Define the purpose of proximity in effective design [3,4]
- 4.7 Explain common errors and what should be avoided when designing promotional and merchandising materials [3,4]
- 4.8 Describe tips that should be used in the design of various materials [3,4]
- 4.9 Apply key principles to design a variety of promotional materials to effectively communicate with the guest/client [4]

Unit 5

- 5.1 Discuss common principles to various public relations activities [5]
- 5.2 Define and explain the roles of public relations and publicity [5]
- 5.3 Create a plan to be used to communicate with the media during a crisis [5]
- 5.4 Demonstrate an ability to convey information and respond to questions when being interviewed or at a press conference [5]

Unit 6

- 6.1 Demonstrate the ability to use software for the creative development of advertising and promotional materials [4,6]
- 6.2 Using approved software and the principles of design, create the following:
 - a. Print advertisement and/or flyer
 - b. Logo, business card and letterhead
 - c. Menu or a Hotel Directory
 - d. Other creative materials applicable to HAT[4,6]

5. Resource Supplies

a. Required:

Williams, Robin. The Non-designer's Design Book, 3/E. Peachpit Press, Pearson Education, 2008.

b. Supplemental:

Various publications that include advertisement and promotional materials including but not limited to magazines, trade journals and newspapers. Television, industry websites and visiting local establishments are also sources for identifying advertising and promotional materials.

Students should pay particular attention to new and unique techniques and communication methods.

6. Methodology

This course will consist of facilitator lead presentations designed to explain the concepts and principals necessary for successful completion of this course. A practical lab component will allow students to apply their knowledge by developing required communication and promotional pieces.

7. Student Evaluations

The following elements will determine the student's final grade:

Quizzes (1@ 5%, 1@10%)	15%
In class assignments (2@10%)	20%
Multimedia Assignment	10%
Social Media Assignment	10%
Corporate Design Package	25%
Public Relations Video	10%
Portfolio Assignment	10%

Missed Test Policy

All tests must be written and all assignments must be submitted to the instructor's satisfaction in order to receive a passing grade. If the student is not present for a quiz, the result will be recorded as a zero. The instructor may make an exception and allow the test to be written at a time other than the scheduled time provided that:

- A medical certificate is presented as proof of the student's inability to be present at the scheduled time
- The instructor has agreed in ADVANCE that there is justification for the student not being present at the scheduled time

Due Dates and Late Submissions

The student is expected to complete all assignments on time. All assignments are to be submitted during scheduled class time on the due date or as per faculty instruction. Late submissions will be penalized at 10% per day.

Final Grades

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

The passing grade in this course is a D. For further clarification, the student may consult with the Program Coordinator or the Dean.

8. Academic Integrity

Lambton College is committed to high ethical standards in all academic activities within the College, including research, reporting and learning assessment (e.g. tests, lab reports, essays).

The cornerstone of academic integrity and professional reputation is principled conduct. All scholastic and academic activity must be free of all forms of academic dishonesty, including copying, plagiarism and cheating.

Lambton College will not tolerate any academic dishonesty, a position reflected in Lambton College policy. Students should make themselves familiar with the [Students Rights and Responsibilities Policy](#), located on the MyLambton website for details concerning academic dishonesty and the penalties for dishonesty and unethical conduct.

Questions regarding this policy, or requests for additional clarification, should be directed to the [Lambton College Centre for Academic Integrity](#)

9. Related Items

Students with Disabilities

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the Accessibility Centre, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

Student Rights and Responsibility Policy

Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.

Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.

Prior Learning Assessment Statement

This course is eligible for Prior Learning Assessment

☒**Yes**☐**No**

If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.

Date of Withdrawal without Academic Penalty

Please consult the Academic Regulations and Registrar's published dates.

Waiver of Responsibility

Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College.

Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.