



COURSE SYLLABUS (This syllabus is for Course in the major)

Please read this syllabus in its entirety. It is a part of the course content. Further, it is important that you understand what is required in this course and the times for completing all activities.



This Scholarly-Enriched Course has been designed to teach specific course content, which will include the production of scholarly work that utilizes writing, critical thinking, and information literacy.

SECTION 1: COURSE INFORMATION

Course Number & Name: HFT 3573 HOSPITALITY MARKETING
CRN: 11649
Course Credit Hours: THREE (3) CREDIT HOURS
Semester: SPRING 2020
Department/Program: School of Resort & Hospitality Management
Meeting Times/Location: T & TH 12:00 PM – 1:15 PM
Format: On-campus
Instructor: Marcia Taylor, PhD 208
Office Location: Sugden Hall, Room #:216
Contact Information: Email: mhtaylor@fgcu.edu; Phone: (239) 590-7692 (Office)

Office Hours:
 T 10:30 AM - 11:30 AM
 T 1:30 PM – 3:30 PM
 TH 10:30 AM - 11:30 AM
 TH 1:30 PM – 2:30 PM

PREREQUISITES: HFT 1000

COURSE DESCRIPTION:

An analysis of marketing concept as it relates to resort, club, spa, recreation and hospitality services. The course focuses on the marketing functions. The use of social media and other marketing trends is introduced.

REQUIRED TEXT:

Marketing for Hospitality and Tourism, 7TH Ed. Kotler, Bowen & Makens. Upper Saddle River, NJ: Prentice Hall. ISBN -13: 978-0-13-278402-3

SUPPLEMENTAL READING:

Please visit the following websites for periodicals and newspapers related to resort and hospitality:

www.strglobal.com www.hotel-online.com www.ahla.com www.arccorp.com
www.hsmi.org www.iaapa.org www.iacvb.org www.cohorts.com
www.hotelmotel.com.com www.world-tourism.org www.hotelsmag.com
www.HotelMarketing.com www.hotelmarketingstrategies.com www.ttra.com
www.tia.org www.americandemographics.com www.HotelMarketing.com
www.hotelmarketingstrategies.com http://www.hotelinteractive.com

SECTION 1: COURSE INFORMATION CONT.

COURSE WEBSITE (CANVAS:

<http://fgcu.edu/canvas/> (requires ID and password to login).

SECTION 1: COURSE INFORMATION CONT.
--

First Week Attendance Policy

In accordance with the Federal mandate, students are required to complete an attendance verification activity on Canvas before the deadline during the first week of class. Failure to do so will result in a delay in the disbursement of your financial aid. The confirmation of attendance is required for all students, not only those receiving financial aid.

SECTION 2: MISSION, LEARNING OUTCOMES, & MEASUREMENTS
--

A. PROGRAM MISSION

“The mission of the Resort and Hospitality Management program is to provide students with core competencies and experiential learning opportunities in preparation for successful management careers and leadership roles in the resort and hospitality industry and to instill values of lifelong learning and community service.”

B. PROGRAM LEARNING OUTCOMES

Upon successful completion of the program students will be able to:

1. Illustrate proficiencies and skills relevant to the operational areas of Resort and Hospitality Management.
2. Apply effective communication skills.
3. Evaluate information and make decisions using critical thinking and problem solving skills.
4. Apply ethical reasoning and professional judgment

C. COURSE LEARNING OUTCOMES

At the completion of this course, students should be able to:

1. Evaluate hospitality marketing and its importance in today’s market by identifying skills relevant to marketing in the resort and hospitality industry
2. Access marketing decisions that influence integrated marketing programs in resorts and hospitality organizations
3. Synthesize information to explain the marketing functions – the marketing mix and marketing tools companies use to implement its marketing strategy
4. Identify and appreciate the dynamic nature of customer relationship management in the hospitality industry and the relevance of adding value to captured customers
5. Access the new trends in marketing technology (social media, mobile applications and E-Marketing application) and how they are changing marketing in the resort and hospitality industry

6. Apply effective communication skills in written and oral communication.
7. Analyze case studies and scenarios applicable to marketing in the hospitality industry, and formulate solutions using critical thinking and problem-solving skills.
8. Evaluate ethical reasoning and professional judgment in hospitality marketing.

D. MEASUREMENTS OF STUDENT LEARNING OUTCOMES

ALC/ILO/ PLO Learning Objectives	Course Learning Outcomes	Assessment Use To Measure Outcomes
Content/Discipline Knowledge & skills ILO1, PLO1 ILO1, PLO1 ILO1, PLO1 ILO1, PLO1 ILO1, PLO1 ILO1, PLO1 ILO1, PLO1 ILO1, PLO1	1. Evaluate hospitality marketing and its importance in today’s market by identifying skills relevant to marketing in the resort and hospitality industry 2. Access marketing decisions that influence integrated marketing programs in resorts and hospitality organizations 3. Synthesize information to explain the marketing functions – the marketing mix and marketing tools companies use to implement its marketing strategy 4. Identify and appreciate the dynamic nature of customer relationship management in the hospitality industry and the relevance of adding value to captured customers 5. Access the new trends in marketing technology (social media, mobile applications and E-Marketing application) and how they are changing marketing in the resort and hospitality industry	Exams and Assignments
Communication ILO2, PLO 2	6. Apply effective communication skills in written and oral communication.	Written Projects
Critical/Analytical Thinking ILO3, PLO3 ILO3, PLO4	7. Analyze case studies and scenarios applicable to marketing in the hospitality industry, and formulate solutions using critical thinking and problem-solving skills. 8. Evaluate ethical reasoning and professional judgment in hospitality marketing	Exams and Assignments

ALC – Academic Learning Compact (State of Florida requirements)

ILO – University Learning Outcomes

PLO – RHM Program Learning outcomes

SECTION 3: LEARNING OUTCOME EVALUATION METHODS AND GRADING POLICIES

A. Course Grading Activities: based on the total number of points assigned below:

GRADE COMPONENT	POSSIBLE POINTS	ACTUAL POINTS	CUMUL TOTAL
EXAMS (450 – 45%)			
Exam 1 Chapters: 1, 2, 3, 4, 5, & 6 – 2/24	150		
Exam 2 Chapters: 8, 9, 10, 11, & 12 – 3/12	150		
Exam 3 Chapters: 13, 14, 15, 16, & 17 – 4/21	150		
ASSIGNMENTS (250 – 25%)			
Introduction to Peers – 1/9	10		
In- Class Assignments (Cases/scenarios, Guest Speakers) - Weekly	170		
Digital Marketing/Social Media Assignment – 3/26	35		
Ethics Assignment – 3/10	35		
MARKETING PLAN (300 – 30%)			
Report 1 – Enviro. Analysis & Forecasting - 2/27	50		
Report 2 - Marketing Plan Strategies & Activities 4/7	100		
Presentation of the Marketing Plan - 4/23, 4/30	70		
Reflection of the project & Peer Review- 4/23, 4/30	30		
Individual Performance – End of Semester	50		
Total Course Points	1000		

B. How Your Final Course Grade Is Determined based on 1000 points – 100%

Letter Grades	Points Range	Percentage Range
A	900 - 1000	90% - 100%
B+	870 - 899	87% - 89.9%
B	800 - 869	80% - 86.9%
C+	770 - 799	77% - 79.9%
C	700 - 769	70% - 76.9%
D+	670 - 699	67% - 79.9%
D	600 - 699	60% - 69.9%
F	BELOW 600	0% - 59.9%

C. CLARIFICATIONS ON EXAMS, QUIZZES & ASSIGNMENTS

- 1. INTRODUCTION TO PEERS DUSCUSSION BOARD – (10 points – 1% of your grade):**
 Each student will introduce themselves to the class on the through CANVAS discussion board. Students must first identify their personal “Brand” which is each person’s reputation and legacy. More information available On the discussion board.

A PHOTO (shoulder up) is required (do not use a photo with another person or pet). **DUE 1/9**

2. EXAMS (450 points - 45% of your grade):

There will be three exams during the semester. The exams may consist of a combination of objective and subjective questions - multiple choice, scenarios, essays, or mini cases. Students must be present at the start of class on the scheduled day, in order to take the exam. No makeup exam will be given, unless the instructor receives a written university excuse or notice of a valid excuse, prior to the exam. The instructor reserves the right to determine if the reason for missing the exam is acceptable (i.e. an extreme emergency).

Exams will only be administered at the scheduled times. Should an emergency keep a student from attending the exam, at the scheduled time, it is the student's responsibility to contact the instructor prior to the exam to explain the situation and follow the required procedures for a university excuse.

THE TENTATIVE SCHEDULE FOR THE EXAMS IS AS FOLLOWS:

Exam 1 - Chapters 1, 2, 3, 4, 5 & 6 – 2/4

Exam 2 - Chapters 8, 9, 10, 11 & 12 – 3/10

Exam 3 - Chapters 13, 14, 15, 16 & 17 – 4/21

THERE WILL BE NO MAKEUP FOR MISSED EXAMS.

SCANTRONS, PENCILS, PENS (BLACK INK) ARE REQUIRED FOR ALL EXAMS (FORM: 106173). USE THE BLUE SIDE OF THE SCANTRON TEST SHEET ONLY.

3. ASSIGNMENTS/DISCUSSIONS & PARTICIPATION FOR IN-CLASS SUBMISSIONS (170 points - 17% of your grades):

Interactive exercises will be assigned weekly to assess student-learning outcomes and to provide feedback regarding understanding and application of the material presented in the lectures and assigned chapters.

The assignments will focus on the assigned chapter/topic, designed for students to demonstrate understanding of the concepts. The assignments will consist of case studies (video or written) analysis, or application scenarios, guest speaker questions and current hospitality marketing trends.

The topic/case/scenario will be posted on the **CANVAS calendar**, at least one week in advance. All assignments should be summarized, typed for submission and discussion. No handwritten assignments will be accepted. You must be present in class, at the time of discussion, for assignments to be accepted.

THERE WILL BE NO MAKE-UP FOR MISSED IN-CLASS ASSIGNMENTS.

The case analysis (video/written) must include the following information: summary of key issues as mentioned in the case, analysis of the hidden issues, answers to the questions asked and recommendations for addressing the major issues and submission. Information on case study analysis is available on **CANVAS. DUE WEEKLY, AS ASSIGNED.**

4. INDIVIDUAL ASSIGNMENTS - (70 points - 7% of your grades):

There will be two assignments on ethics and social media/digital marketing. (Detailed information will be available on CANVAS).

DUE DATES:

Ethics – WED 3/10

Digital/Social Media – WED 3/26

5. *MARKETING PROJECT (300 POINTS - 30% OF YOUR GRADE):*

REQUIRED: Students in teams, of four, will choose a hospitality business, with an identifiable marketing need and create a marketing plan.

DUE DATES:

Team member's names – 2/11

Company name/type & idea for project (one paragraph) – 2/13

Report 1: Environment analysis & Forecasting (SWOT) – 2/27

Report 2: Marketing Plan – 4/7

Peer evaluation and reflection – presentation day

Presentations 4/23 & 4/30

DETAILED INFORMATION AVAILABLE ON CANVAS.

SECTION 4: TEACHING METHODS, PHILOSOPHY, & MESSAGE TO STUDENTS

A. TEACHING METHODS

This course is taught both in traditional classroom mode and supplemented with in-class activities and outside assignments. Learning strategies will be student focused, using both self-directed and group interaction.

Students are also expected to be familiar with the textbook material as assigned and to keep up with the scheduled readings. Not all topics in the textbook will be covered in class lectures due to time limitations, and other new developments on the industry. Students are therefore individually responsible for becoming familiar with all assigned materials, assigned chapters and discussions in class.

Learning is a process of change that is often difficult for the learner. Sometimes students will find it difficult to deal with the emotional side of learning. I hope to have a learning environment where I work with students to build a learning community that provides guidance, and support.

This course is not self-paced. Weekly assignments/discussions, computerized simulation will be required. Therefore, to successfully complete this course, assignments must be submitted on time. Students are expected and encouraged to apply their own professional experiences and perspectives to support and reinforce class materials.

INTERACTION PLAN (IF YOU HAVE QUESTIONS)

Students must take the initiative to ask questions if they do not understand the topics discussed. Students are also encouraged to utilize the posted office hours, drop by the office, or email the professor, using CANVAS mail, with questions of a personal nature.

COMMUNICATIONS:

Students should use only their **CANVAS email account** for this course and is encouraged to check their email account regularly. Instructions, clarification and other information will be made on CANVAS. Please be sure to check your account regularly.

CANVAS Email is the best way to contact me. When emailing, include the course name/designator and your full name in the correspondence. I will typically respond to all email correspondence within 48 hours (except between 7pm Fridays and 8am Mondays). If you have a question regarding an assignment and are emailing less than 48 hours in advance of the deadline, I cannot guarantee that you will receive a response on time, so please plan accordingly.

Questions regarding clarification of assignments or something not explained in class will be answered in class, office or through CANVAS mail.

QUESTIONS REGARDING GRADES WILL ONLY BE ANSWERED IN THE OFFICE.

B. TEACHING PHILOSOPHY

The education process works best when both the instructor and the student share in and are committed to the learning process. Therefore, the learning expectations for this course are based upon a set of assumptions about the student as an adult learner. Students are viewed as responsible individuals, who are aware of, and will initiate positive learning behavior.

Students are expected to plan their time in order to maximize learning. Students will also learn, from preparation, their special experiences and background. They will also learn through interaction and participation in the classroom and through classroom activities or extra-curriculum activities.

Recognizing that each student is unique, and therefore each learning process will differ:

1. I will assist each student with appropriate strategies and plans for instruction
2. I will create an environment conducive to learning by making myself accessible outside the classroom and by maintaining a comfortable physical learning environment and a comfortable psychological environment.
3. I will always show respect to everyone in the classroom and stress the importance of honesty and integrity.
4. I will encourage active participation in discussions and reward students who do.
5. I will make accommodation for unforeseen circumstances.

C. MESSAGE TO STUDENTS

The aim of this course is to help students interpret the key components and trends of the lodging industry. It will also expose students to the operations, and diversity of the lodging industry and how they are managed effectively. Emphasis will be placed on the Rooms division - Front Office, Reservations, Revenue management/optimization, and Housekeeping and Property operations. Other key areas will be reviewed.

My role in this class will be that of a facilitator and students will be “knowledge-generators” responsible for constructing and managing their own learning. For this course to be successful and for everyone to earn a high grade, students will need to take part in all activities in and outside of the classroom. The student must be an active partner in this generation of knowledge – serving as both a teacher and a student. Through research, assignments and the use of a hands-on computer simulation, everyone will become knowledgeable in how lodging operations are managed effectively.

I will rely on each student to make mature and reliable decisions regarding their commitment and performance in this class. Attendance is essential to success, and to the development of our classroom community. Assignments must be submitted on the due date, at the start of class. In

class, assignment cannot be made up. **FOR ALL OTHER ASSIGNMENTS. 20% WILL BE DEDUCTED FOR EACH DAY/TIME PAST THE DUE DATE AND TIME.**

My assumption is that all registered student has chosen to be in this course and will therefore handle their presence in the class responsibly and courteously. This means that student will abide by the rules and regulations of the class. Students are responsible for all material discussed or assigned. If a class is missed, it is the student responsibility to get the information missed from another student. Please do not call the professor to ask what was missed.

PowerPoints for the assigned chapters are available on CANVAS but be aware the PowerPoint used during the lectures differ.

THERE WILL BE NO MAKEUP FOR MISSED EXAMS. THE SCHEDULED DATES FOR EXAMS ARE LISTED BELOW, and on page 5. The dates are also available on CANVAS.

PLEASE NOTE THE FINAL DAY OF CLASS (THE OFFICIAL EXAM DATE), IS SUBJECT TO CHANGE. SEE FGCU ACADEMIC CALENDAR FOR EXACT DATES.

SECTION 5: CLASSROOM FORMAT, POLICIES, & MANAGEMENT STATEMENT

A. CLASSROOM FORMAT

This course is taught on-campus. Any change will be announced in class and on CANVAS. Learning strategies will be student focused, using both self-directed and group interaction. Students are expected and encouraged to apply their own professional experiences and perspectives to support and reinforce class materials.

Not all topics in each chapter will be covered in class discussions. Students are therefore individually responsible for becoming familiar with all assigned materials and assigned chapters.

B. CLASSROOM CONDUCT POLICIES

Students and the professor have a duty to respect and preserve the integrity of the learning environment of every class. Accordingly, disruptive behavior is not permitted and is subject to disciplinary action. Examples of disruptive behavior are:

- Repeated disruption of class (including habitually leaving or arriving late)
- Abruptly entering or leaving the room without immediate explanation
- Arriving more than 5 mins late for class
- Disrespect of professor and peers
- Excessive talking - Frequent side conversations with other students
- Sleeping in class
- Doing other course work or reading unrelated material in class
- The use of any electronic devices such as a cell phones, or other devices for any reason - **CELL PHONES, TABLETS AND LAPTOPS, UNLESS INSTRUCTED TO DO SO.**
- Returning late from a class break

PROFESSIONALISM

Professional/business attire is required for final presentations, and business casual for guest speakers (no jeans, t-shirts, shorts, hats etc.) See professional attire information on CANVAS for more information. Students not appropriately dressed for guest speakers or presentations will be asked to leave, and grades will be forfeited.

All students are expected to conduct themselves in a professional manner always. Unprofessional behavior, **such as rudeness toward any person will be considered a serious violation of this standard and will lower your grade accordingly and may result in dismissal from the class.**

GUEST SPEAKERS

There will be a number of speakers that will visit our class. These speaker visits will be announced in class and also posted on the CAVAS Calendar. Students must prepare three questions for each guest speaker, based on the topic and or chapter, for that day, and must include an explanation on why the questions are being asked, for in-class submission. The questions assignment will only be accepted if you are in class for the speaker's entire presentation. Active engagement is expected.

ATTENDANCE POLICY

Attendance in this class is mandatory. Absence from class will reduce course grade because of lack of participation in activities and assignments. There will be discussions and completion of in-class exercise which will represent a portion of your final grade. Should a situation arise that will require you to miss more than one class, please contact me prior to the class that will be missed. If you miss class, you will be responsible for all the material covered in class. In-class assignments cannot be made-up after the class is over

PREPAREDNESS AND PARTICIPATION

Students are expected to prepare adequately, and to participate actively, in every class discussion. I will begin each class with the assumption that each student fulfilled their responsibility of reading all assigned material carefully and completely and that they are ready to present and discuss in class the answers in respect to all assignment. During the course, preparation and preparedness in each class is evaluated and grades assigned accordingly.

Good participation requires that students publicly respond to questions and comments from the professor and from fellow students, and spontaneously offer own thoughts and opinions on the topic. Mere attendance nor merely saying something in class will not meet standard. Students are expected to bring to and to demonstrate in each class - sufficient preparation, intellectual curiosity, and language skills to engage in a high level of disciplined analytical thought and discussion that enhances their, and fellow students' learning. All these factors affect preparedness and participation grade.

STUDENT'S WORK/ASSIGNMENTS

- All examinations, bubble sheets, quizzes/answer sheets, assignments, projects etc., remain the property of the university. If students wish to review either, they may do so in my office. A files will be kept in the office with all assignments.
- Submitted assignments that do not follow directions/requirements will not be graded or evaluated.
- Late assignments are subject to a 20% deduction in the assignment grade for each day the assignment is late.
- All assignments must be submitted on CANVAS in the "Turn-it-in-drop box" on the due date and time. Hand written assignment will not be graded. Students must be present in class and on time for submitted assignments to be accepted. A copy of the submitted assignment must be brought to class for in-class discussions.
- Any information you want the instructor to know must be in writing. No telephone calls or oral explanations will be accepted. **I WILL RESPOND TO ALL EMAILS MONDAY THRU FRIDAY BETWEEN 8AM & 7 PM.**
- Telephone calls for information from the instructor is OK.

- All update or changes will be announced in class and on CANVAS.
- Questions about grades will only be discussed in the office.
- All assignments are available on CANVAS calendar.

EXAMINATION POLICY:

- Examinations must be taken by students at the time and date shown in the course syllabus and or announced.
- Make up exams will be administered only under extreme medical-related circumstances, at the end of the semester, and university approved excuse, in writing, is submitted. However, the instructor must be notified in advance; or in the case of an emergency, documentation must be submitted.
- Students must make appropriate travel accommodations that do not interfere with the university exam schedule or any class.

ALL WRITTEN ASSIGNMENTS MUST ADHERE TO THE FORMAT BELOW:

- Typed in a university compatible software (recommend Microsoft Word) 12 - point font).
- 1 - Inch margins on the top, bottom, left and right.
- Double-spaced.
- Spell checked.
- Grammar checked.
- Page numbers at the bottom right of each page.
- Date, assignment title and your name (or names of each team member), and course number on the cover page.
- Headings - Always use headings and if appropriate, sub-headings, to help organize your papers. A reader can get lost in a paper that seems to go on forever. Headings help the reader keep track of the information within a paper.
- **ALL REQUIRED ASSIGNMENTS MUST ALSO BE SUBMITTED IN CORRECT APA FORMATTING, INCLUDING CITATIONS AND REFERENCES. IF YOU ARE NOT FAMILIAR WITH APA STYLE, PLEASE REFER TO THE FOLLOWING FOR GUIDELINES:**
 - **THE PUBLICATION MANUAL OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION**
 - **[HTTP://OWL.ENGLISH.PURDUE.EDU/OWL/RESOURCE/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/). OR [HTTP://WEBSTER.COMMNET.EDU/APA](http://webster.commnet.edu/apa) AND [HTTP://OWL.ENGLISH.PURDUE.EDU/HANDOUTS/RESEARCH/R_APA.HTML](http://owl.english.purdue.edu/handouts/research/r_apa.html)**
 - Grading criteria for papers: 70% Content 30% Writing. Points will be subtracted for missing citations and references.

EXTRA CREDIT:

Please do not ask for extra credit. It cannot be offered to only one or a few students. If the instructor was to allow extra credit assignments, then all students in the class must be offered the opportunity to complete extra credit assignments, which would be very time consuming.

FORBIDDEN: Plagiarizing and Cheating

Plagiarizing which is:

1. Copying words directly out of a published document (including the internet) without using the appropriate APA format – citations, quotation marks and giving the author

- credit; or paraphrasing another person's ideas or thoughts as your own without giving reference.
2. Copying another person's work including using notes, cheat sheets, etc. during an exam or assignments.
 3. Handing in work prepared by another individual as your own work
 4. Any act of intellectual or general dishonesty.
 5. More than 20% plagiarism, as shown on "Turn-it-in" is considered a serious university violation.

RESULT: Any violation will result in a **zero** for the project, assignment, or exam plus expulsion from the course.

ENCOURAGED: Assisting other students in learning:

1. Broadcasting useful websites to classmates over listserv.
2. Answering any difficult questions posed by classmates on the "Clarification Center" module.
3. Participate actively in-group discussions in class and on-line.
4. Helping classmates with course structural misunderstandings, due date confusion, computer technical questions, etc.

POSTING OF GRADES - All grades will be posted on CANVAS within 5 to 10 days after assignments are submitted. CANVAS will notify you each time there is a change in grades. You are encouraged to check your grade during the semester. You can do so by visiting CANVAS. It is your responsibility to keep up with your grades at all times.

MAKE UP POLICY - There will be **NO** makeup for missed exams, and assignments. **FOR STUDENTS WITH AN OFFICIAL UNIVERSITY EXCUSE, A MAKE-UP EXAM WILL BE GIVEN AT THE END OF THE SEMESTER (DATE TBA).**

Should you have any questions concerning your progress, grades, or other issues pertaining to the class, please let me know as soon as possible so that it can be addressed in an efficient manner. Do not wait until the end of the semester to question grades or your progress. Grades disputes reported more than 10 days after the posting of the grade will not be changed.

CLASSROOM TECHNOLOGY USE

Our class time is valuable and should be devoted to lecture and class activities. **THE USE OF ALL ELECTRONIC DEVICES (E.G. CELL PHONES, IPOD, LAPTOP COMPUTERS, TABLETS, SMART WATCHES ETC.) ARE PROHIBITED DURING CLASS, UNLESS REQUESTED.** All phones and other electronics must be turned off and stored off the desk, prior to the start of class. When asked to refrain from using laptops/Tablets, students are expected to follow instructions or leave the class.

SPECIFIC GUIDELINES

- Cell phones should not be used in class or should a student leave class to answer a call.
- Computer can only be used if requested to do so in class'
- If there is a need to leave class early, notify the professor before class.
- No eating in class, **BEVERAGE IS ALLOWED.**
- Keep current with events in the industry by reading periodicals and newspapers Use links under supplemental reading).

- Students must adhere to the academic honesty policy of the University. Information is available on FGCU Website.
- Assigned chapters must be read prior to the start of class and know the material well enough to discuss it in the class.
- Participation in class discussions is expected.
- Be on time for class to avoid disruption of the class or a guest speaker.
- Assignments and reports must be turned in on time.
- Respect fellow classmates.

SECTION 6: TENTATIVE CLASS SCHEDULE OUTLINED FOR SPRING 2020

WEEK	Due Date	Topics, Chapters, Assignments, & Deadlines
1	T 01/07	<p>TOPIC: INTRODUCTION TO THE COURSE</p> <p><u>Activities:</u></p> <ul style="list-style-type: none"> • Assignments/Activities • INTRODUCTION TO THE COURSE • Syllabus and Course Review • “A Brand Call You” discussion - DUE ON THE DISCUSSION BOARD <p><u>Assignments:</u></p> <ul style="list-style-type: none"> • Read the syllabus available on CANVAS.
	TH 01/09	<p>Topic: Chapter 1: Introduction - Marketing for Hospitality and Tourism</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Understand the relationships between the world’s hospitality and travel industry. • Define marketing and outline the steps in the marketing process. • Explain the relationships between customer value and satisfaction. • Understand why the marketing concept calls for a customer orientation. • Understand the concept of the lifetime value of a customer and be able to relate it to customer loyalty and retention. <p><u>Assignments/Activities</u></p> <ul style="list-style-type: none"> • Introduction to Hospitality Marketing • Read Chapter 1 • Review Chapter 1 PowerPoint • Read Chipotle Mexican Grill (page 3-5) • In-Class Assignment • Introduction to your peers: “A Brand Call You” discussion - DUE ON THE DISCUSSION BOARD
2	T 01/14	<p>Topic: Chapter 2: Service Characteristics of Hospitality and Tourism Marketing</p> <p><u>Students Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Describe a service culture. • Identify four service characteristics that affect the marketing of a hospitality or travel product. • Explain seven marketing strategies for service businesses. • Read Chapter 2

		<ul style="list-style-type: none"> • Review PowerPoint 2 • Case Study Discussion (see CANVAS) • In-Class Assignment
3	TH 01/16	<p>Topic: Chapter 3: The Role of Marketing in Strategic Planning</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Explain company-wide strategic planning. • Understand the concepts of stakeholders, processes, resources, and organization as they relate to a high-performing business. • Explain the four planning activities of corporate strategic planning. • Understand the processes involved in defining a company's mission and setting goals and objectives. • Discuss how to design business portfolios and growth strategies. • Explain the steps involved in the business strategy planning process. <p><u>Assignments/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter • Review PowerPoint 3 • Case Study Discussion (see CANVAS) • In-Class Assignment
	T 01/21	<p>Topic: Chapter 4: The Marketing Environment</p> <p><u>Student Learning Outcomes:</u></p> <ol style="list-style-type: none"> 1. Explain company-wide strategic planning. 2. Understand the concepts of stakeholders, processes, resources, and organization as they relate to a high-performing business. 3. Explain the four planning activities of corporate strategic planning. 4. Understand the processes involved in defining a company's mission and setting goals and objectives. 5. Discuss how to design business portfolios and growth strategies. 6. Explain the steps involved in the business strategy planning process. 7. List and discuss the importance of the elements of the company's microenvironment, including the company, suppliers, marketing intermediaries, customers, and public. 8. Describe the macro-environmental forces that affect the company's ability to serve its customers. 9. Explain how changes in the demographic and economic environments affect marketing and describe the levels of competition. 10. Identify the major trends in the firm's natural and technological environments. 11. Explain the key changes that occur in the political and cultural environments. 12. Discuss how companies can be proactive rather than reactive when responding to environmental trends. <p><u>Activities/Assignment</u></p> <ul style="list-style-type: none"> • Read Chapter 4 • Review PowerPoints 4 • Case Study
	TH 01/23	<p>Topic: Chapter 5: Marketing Information Systems and Marketing Research</p>

		<p><u>Students Learning Outcomes: Chapter 5</u></p> <ul style="list-style-type: none"> • Explain the importance of information in gaining insights about the marketplace and customers. • Explain the concept of the marketing information system. • Outline the marketing research process, including defining the problem and research objectives, developing the research plan, implementing the research plan, and interpreting and reporting the findings. • Explain how companies analyze and use marketing information <p><u>Assignments/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter 5 • Review PowerPoints 5 • In-Class Assignment - Case Study • Case • Project Discussion
4	T 01/28	<p>Topic: Chapter 6: Consumer Markets and Consumer Buying Behavior</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Understand the organizational buying process. • Identify and discuss the importance of the participants in the organizational buying process. • Identify the major influences on organizational buyers. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter 6 • Review PowerPoints 6 • Case Study
4	TH 01/30	<p><u>Topics: Consumer Markets and Consumer Buying Behavior Continues</u></p> <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter 6 • Review PowerPoints 6 • Who are your best customers? • Take the VALS Survey: <ul style="list-style-type: none"> 1. https://adage.com/article/special-report-super-bowl/alexa-tide-win-super-bowl-ad-rating-morning-consult/312180 (Links to an external site.)
5	T 02/04	<p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • EXAM 1– CHAPTERS 1, 2, 3, 4, 5, & 6
5	TH 02/6	<p>Topic: Chapter 8: Market Segmentation, Targeting, and Positioning</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Define the major steps in designing a customer-driven marketing strategy: market segmentation, targeting, and positioning. • List and distinguish among the requirements for effective segmentation: measurability, accessibility, substantiality, and actionability. • Explain how companies identify attractive market segments and choose a market-targeting strategy. • Illustrate the concept of positioning for competitive advantage by offering specific examples. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Review PowerPoints 8 • Read Chapters 8

		<ul style="list-style-type: none"> • In Class Assignment • Project discussion • VALS survey discussion
6	T 02/11	<p>Topic: Chapter 8 Continues</p> <ul style="list-style-type: none"> • Who are your best customers – In-class discussion • In-Class Assignment • Ethics discussion • Team Members names due
6	TH 02/13	<p>Topic: Chapter 9: Designing and Managing Products</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Define the term product, including the core, facilitating, supporting, and augmented product. • Explain how accessibility, atmosphere, customer interaction with the service delivery system, customer interaction with other customers, and customer coproduction are all critical elements to keep in mind when designing a product. • Understand branding and the conditions that support branding. • Explain the new product development process. • Understand how the product life cycle can be applied to the hospitality industry. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapters 9 • Review PowerPoint 9 • Submit idea for project (in Class) • Project ideas discussion
7	T 02/18	<p>Topic: Chapter 9: Designing and Managing Products</p> <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Case Study: • Report 1 discussion
7	TH 02/20	<p>Topic: Chapter 9: Designing and Managing Products</p> <p>Assignment/Activities</p> <ul style="list-style-type: none"> • Guest Speaker – • Guest Speaker Questions:
8	T 02/25	<p>Topic: Chapter 10 : Internal Marketing</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Understand why internal marketing is an important part of a marketing program. • Explain what a service culture is and why it is important to have a company where everyone is focused on serving the customer. • Describe the three-step process involved in implementing an internal marketing program. • Explain why the management of non-routine transactions can create the image of being an excellent service provider • Understand how the product life cycle can be applied to the hospitality industry. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Review Chapter 10 • Review PowerPoints 10

		<ul style="list-style-type: none"> • Assignment: Case Study - Use the case study method to analyze the case. For submission & discussion in class. • Ethics discussion
8	TH 02/27	<p>Topic: Chapter 11: Pricing Products: Pricing Considerations, Approaches, and Strategy & Distribution Channels</p> <p><u>Student Learning Outcomes Chapter 11:</u></p> <ul style="list-style-type: none"> • Outline the internal factors affecting pricing decisions, especially marketing objectives, marketing mix strategy, costs, and organizational considerations. • Identify and define the external factors affecting pricing decisions, including the effects of the market and demand, competition, and other environmental elements. • Contrast the differences in general pricing approaches, and be able to distinguish among cost-plus, target profit pricing, value-based pricing, and going rate. • Identify the new product pricing strategies of market-skimming pricing and market-penetration pricing. • Understand how to apply pricing strategies for existing products, such as price bundling and price adjustment strategies. • Understand and be able to implement a revenue management system. • Discuss the key issues related to price changes, including initiating price cuts and price increases, buyer and competitor reactions to price changes, and responding to price changes. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter 11 • Review PowerPoints 11 • REPORT 1 DUE • In-Class Assignment - For submission and discussion in class. Use assignment format when completing this assignment.
9	T 3/10	Guest Speaker
9	TH 03/12	<p>Topic: Chapter 12: Distribution Channels</p> <p>Students Learning Outcomes:</p> <ul style="list-style-type: none"> • Describe the nature of distribution channels, and tell why marketing intermediaries are used. • Understand the different marketing intermediaries available to the hospitality industry and the benefits each of these intermediaries' offers. • Discuss channel behavior and organization, explaining corporate, contractual, and vertical marketing systems, including franchising. • Illustrate the channel management decisions of selecting, motivating, and evaluating channel members. • Identify factors to consider when choosing a business location. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter 12 • Review PowerPoints 12 • In-Class Assignment - For submission and discussion in class. Use assignment format when completing this assignment.
10	T	Topic: EXAM 2 – CHAPTERS 8, 9, 10, 11, 12

	03/17	
10	TH 03/19	<p>Topic: Chapter 13: Promoting Products: Communication and Promotion Policy and Advertising</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Discuss the process and advantages of integrated marketing communications in communicating customer value. • Define the five promotion tools and discuss the factors that must be considered in shaping the overall promotion mix. • Outline the steps in developing effective marketing communications. • Explain the methods for setting the promotion budget and factors that affect the design of the promotion mix. • Define the roles of advertising in the promotion mix. • Describe the major decisions in advertising, including setting objectives and budget; creating the advertising message; selecting advertising media; choosing media types, vehicles, and timing; and evaluating advertising. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter 13 • Review PowerPoints 13 • In-Class Assignment
10	T 03/24	<p>Topic: Chapter 14: Promoting Products: Public Relations and Sales Promotion</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Understand the different public relations activities: press relations, product publicity, corporate communications, lobbying, and counseling. • Understand the public relations process: research, establishing marketing objectives, defining the target audience, choosing the PR message and vehicles, and evaluating PR results. • Explain how companies use public relations to communicate and influence important publics. • Explain how sales promotion campaigns are developed and implemented. • Implement a crisis management program in a hospitality business. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Read Chapter 14 • Review PowerPoints 14 • In-Class Assignment
11	TH 03/26	<p>Chapter 14: Promoting Products: Public Relations and Sales Promotion</p> <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> • Guest Speaker • Social Media Assignmrnt
	F 3/27	LAST DAY TO DROP/WITHDRAW
11	T 3/31	<p>Topic: Chapter 15: Professional Sales</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> • Explain the role and nature of personal selling and the role of the sales force.

		<ul style="list-style-type: none"> Describe the basics of managing the sales force, and explain how to set sales force strategy, how to pick a structure—territorial, product, customer, or complex—and how to ensure that sales force size is appropriate. Identify the key issues in recruiting, selecting, training, and compensating salespeople. Discuss supervising salespeople, including directing, motivation, and evaluating performance. Apply the principles of the personal selling process, and outline the steps in the selling process: qualifying, pre-approach and approach, presentation and demonstration, handling objections, closing, and follow-up. <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> Read Chapter 15 Review PowerPoint 15 Social Media Assignment Due
12	T 03/31	<p>Topic: Chapter 15: Professional Sales</p> <p><u>Assignment/Activities:</u></p> <ul style="list-style-type: none"> Guest Speaker – Marketing & Sales Management
12	TH 04/02	<p>Topic: Chapter 16: Direct and Online Marketing: Building Customer Relationships</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> Define direct marketing and discuss its benefits to customers and companies. Identify and discuss the major forms of direct marketing. Explain how companies have responded to the Internet and other powerful new technologies with online marketing strategies. Discuss how companies go about conducting online marketing to profitably deliver more value to customers. Understand how databases can be used to develop direct marketing campaigns. <p><u>Assignment:</u></p> <ul style="list-style-type: none"> Read Chapter 16 Review PowerPoint 16 In-Class Assignment
13	T 04/07	<p>Chapter 16: Direct and Online Marketing: Building Customer Relationships</p> <p><u>Assignment:</u></p> <ul style="list-style-type: none"> Guest Speaker Report Due
13	TH 04/09	<p>Topic: Chapter 17: Destination Marketing</p> <p><u>Student Learning Outcomes:</u></p> <ul style="list-style-type: none"> Discuss the benefits of tourism. Explain tourism strategies and different options for creating and investing in tourism attractions. Understand how to segment and identify visitor segments. Explain how central tourist agencies are organized. <p><u>Assignment:</u></p> <ul style="list-style-type: none"> Read Chapter 17 Review PowerPoint 17

14	T 04/14	Topic: Chapter17: Destination Marketing Assignment: • Guest Speaker
14	TH 04/16	Project Review
15	T 04/21	EXAM 3 – CHAPTERS 13, 14, 15, 16, 17
15	TH 04/23	PRESENTATIONS
16	TH 04/30	PRESENTATIONS 7:30 AM – 9:45 AM - FINAL EXAM DAY (10:00 AM – 12:15 PM) -

“The instructor reserves the right to amend the tentative schedule as deemed necessary.”

SECTION 7: UNIVERSITY & COLLEGE STANDARDS & POLICIES

Academic Behavior Standards and Academic Dishonesty - All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the **FGCU Student Guidebook** under the “Student Code of Conduct” and “Policies and Procedures” sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Students are expected to maintain the highest standards of academic honesty and integrity while in this course and as a student at Florida Gulf Coast University. In addition to standard definitions of honesty, integrity, and plagiarism, this policy also prohibits you from possessing, using, viewing, accessing, or otherwise benefiting from previous and/or concurrent work products created for this course by other students or any other person, allowing persons outside your team to contribute to the creation of your team's work product, putting your name on a team project in which you did not contribute, and submitting a paper written by you for another course or occasion without the explicit knowledge and consent of the instructor. Failure to maintain these standards will result in severe academic penalties, including receiving an automatic F in this course.

A student's name on any written exercise shall be regarded as assurance that the work is the result of student's own thought and study, stated in student's own words and produced without assistance, except as quotation marks, references and footnotes acknowledging the use of other sources. Students may be authorized to work jointly, but such effort must be indicated as joint on the work submitted.

Plagiarism occurs whenever you copy someone's writing, even partially, and fail to reference it in your paper. If you copy a substantial amount of the sentence from a source, it should be referenced in quotes. If you paraphrase it, you must reference it but you do not need quotes. If any member of a team is found plagiarizing, they and their entire team will be given an automatic ZERO (0) for their assignment and turned over to Judicial Affairs. If anyone in your team is caught plagiarizing, then the whole team will be given a 0 for the assignment. **IF YOU HAVE ANY QUESTIONS AS TO WHETHER SOMETHING WILL BE CONSIDERED PLAGERIZED, BE SAFE AND REFERENCE THE SOURCE.**

Please remember that plagiarism is a serious offense and will not be tolerated. Plagiarism in projects will result in a failing grade of ZERO (0) POINTS and may lead to more serious consequences (FGCU Student Guidebook under the “Student Code of Conduct”). Therefore, your projects must be original material. **Also copying your classmate assignment(s) and turn them in will result in a failing grade of ZERO (0) POINTS for ALL parties involved.**

Copyright – The university requires all members of the university community to familiarize themselves and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under university policies.

University Nondiscrimination Statement

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of **Title IX** of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services - Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

University Policy about Student Observance of Religious Holidays - All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

<http://www.fgcu.edu/generalcounsel/files/policies/4.005%20Student%20Observance%20of%20Religious%20Holidays.pdf>

Grading Policies and Grading Systems - The grading system at FGCU is described in the FGCU Catalog and is overseen by the Office of Planning and Institutional Performance.

(<http://www.fgcu.edu/catalog/>)

In accordance with Family Educational Rights and Privacy Act, 1974 (FERPA), grades may not be announced in class or displayed in any public view by use of the Student ID number (or social security

number) in a paper or electronic format. Electronic display format includes email or a web-based environment such as Canvas.

Retention of Papers, Tests, Student and Class Records - University policy dictates that any materials, hardcopy or electronic, that contribute to the determination of a course grade be maintained by individual faculty for one full academic year after the end of the semester. In addition, departments/programs must maintain all records pertinent to grades for any faculty no longer with the university.

Eagle Mail - is Florida Gulf Coast University's student e-mail system. Your FGCU Eagle Mail account **MUST** be activated. If you are a first time student, you will need your PIN and Student ID, both of which are assigned at registration.

- If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.
- To activate your account, **visit <http://admin.fgcu.edu/IS/applications/studentaccts/activate.asp>**.
- The Canvas (**at <http://elearning.fgcu.edu>**) will be used as the primary application for learning and communication. Additional course information may be distributed via Eagle Mail, so make sure you know how to retrieve your Eagle mails, and check it very frequently (**at least once a day**).
- Log in to Canvas at **<http://elearning.fgcu.edu>**. You need to use FGCU Eagle Mail account and password to log in.
- Assignments, instructions, and other course information on Canvas are integral components of the course material and are hereby incorporated as part of this syllabus.

The FGCU Writing Center - assists student writers through free, accessible, learning-based writing consultations. Our primary goals are to help students improve their abilities to think independently, to write critically, and to learn and implement strategies that will assist them in producing effective writing assignments. Consultants help writers with brainstorming, formulating a clear thesis, developing their ideas, and revising. Writing Center sessions are designed to assist writers in improving their ability to revise independently. Writing Consultants also help writers identify issues of style and mechanics; however, **they do not edit or proofread**. The Writing Center is located in Library West, 202C. Library West is not accessible from the main Library building (Library East). Phone: 239/590-7141

SECTION 8: UNIVERSITY & SUPPORT RESOURCES

1. Useful FGCU Resources for Students:

ONLINE: Florida Gulf Coast University Catalog (<http://www.fgcu.edu/catalog/>)

ONLINE: Florida Gulf Coast University Student Guide Book

(<http://studentservices.fgcu.edu/JudicialAffairs/>) ONLINE: Florida Gulf Coast University Code of Conduct (<http://studentservices.fgcu.edu/JudicialAffairs/>)

2. Service-Learning

Information on integrating service-learning into the course and course syllabus is available online at <http://www.fgcu.edu/Connectl>

3. Distance-Learning

Information on distance learning courses is available online at <http://itech.fRcu.edu/distance/>

4. Online Tutorials

Information on online tutorials to assist students is available online at <http://www.fitcu.edu/support/>

5. Canvas Learning Management System and Demonstration Site Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

6. Library Resources

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

7. LCOB Statement:

Center for Academic Achievement

The Center for Academic Achievement (CAA) provides academic support services to all FGCU students. Students can take advantage of our free peer tutoring and Supplemental Instruction sessions for lower-level math and science courses, as well as workshops to facilitate the development of skills necessary for college success. If you would like to participate in any of our programs, learn about tutoring services, or meet with an Academic Retention Coordinator, please visit the CAA in Library 103 or call us at (239) 590-7906. Our website is www.fgcu.edu/caa.

8. Protocol for Online Classes

Respondus Monitor – Remote, Online Exam Monitoring

In order to protect the integrity of online assessments that are delivered to students off site in a non-proctored location, this course may employ *Respondus Monitor* technology that will allow for the web-enabled monitoring of exams and quizzes. Students must own a computer device and an associated webcam that meet the minimum requirements of the University's standard remote monitoring system.

Additional information:

- Respondus Monitor* overview: <http://respondus.com/products/monitor/>
- Respondus Monitor* Faculty Training and Workshops: TBA

Respondus LockDown Browser – Classroom and/or Remote Online Exams

In order to protect the integrity of classroom *or* remote online exams, this course may employ *Respondus LockDown Browser* technology that will allow for the student's temporary restriction to a designated online testing website, disabling the ability to print, copy, access other applications or move to any other URL for the duration of the assessment. This technology may be used on campus in University computer classrooms *or* for remote delivery of quizzes and exams. [For online classes only: students must own a computer that meets the minimum requirements of the University's standard lock down browser application.] Additional information:

- Respondus LockDown Browser* overview: <http://respondus.com/products/lockdown-browser/>
- Respondus LockDown Browser* Faculty Training and Workshops: TBA

Lecture Capture Technology/FGCU Capture – Classroom Recording

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s), the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing "flipped classroom" methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training <http://aets.fgcu.edu/fgcucapture.asp>

9. Counseling and Psychological Services (CAPS)

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

