



# Course Syllabus

## Hospitality Marketing

**HFT 2501 / 85077 / Fall 2026**

**Credit hours: 3.0**

**Prerequisites: None**

## Contact Information

### Instructor

Name: Paul Bonnette  
Title: Professor  
Email: [Pbonnette@gulfcoast.edu](mailto:Pbonnette@gulfcoast.edu)  
Phone Number: 850-769-1551 x 6103

Office Location: CHC 105

Office Hours: (Days & Times):  
Tuesday 10am-12pm / 2pm -4pm/  
6:30-7pm/  
Wednesday 10am-12pm/2-  
4pm/6:30-7pm/  
Thursday -11am -12pm/ or by  
appointment  
Response Time: 24-48 hours

### Division Chair

Name: Melanie Boyd  
Title: Division Chair  
Email: [Mboyd@gulfcoast.edu](mailto:Mboyd@gulfcoast.edu)  
Phone Number: (850) 769-1551 x 3839

### Division Administrative Assistant

Name: Marisa Weiman  
Title: Academic Program Specialist  
Email: [Mweiman@gulfcoast.edu](mailto:Mweiman@gulfcoast.edu)  
Phone Number : (850) 769-1551 x 3875

## Course Information

### Catalog Description:

Provides students with basic knowledge and practical experience which will enable them to develop marketing and sales plans for hotel/motel/restaurant properties.

### Student Learning Outcomes:

Upon successful completion of this course, you will be able to:

- **CO1 Identify terms, concepts, theories and principles associated with the marketing of the hospitality industry.**
- **CO2 Explain marketing strategies that relate to consumer behavior**
- **CO3 Evaluate various marketing plans to determine their relevance in today's marketplace**
- **CO4 Apply marketing principles and strategic planning by conducting a SWOT analysis.**
- **CO5 Develop a marketing plan with targeted strategies**

### Course Materials & Resources:

Kotler, Bowen, Baloglu 2021

Marketing for Hospitality and Tourism 8th edition. Pearson ISBN 9780135209844

### Delivery Method:

This course meets face to face. Course material, assignments, and announcements may be offered via Canvas as a supplemental approach to learning at the discretion of the instructor. Please make sure that you have access to a computer with a webcam and internet service, in the event a change in course delivery is needed.

## Student Expectations

In this course, communication and feedback will occur through various channels, including GCSC email, Canvas Inbox, Canvas Announcements, Canvas Discussions, Microsoft Teams or Zoom, assignment feedback, and instructor office hours. Review the statements below so that you understand the expectations for communication.

As a student at Gulf Coast State College, you are expected to:

- **Adhere to Course Guidelines:** Follow the guidelines detailed in the course syllabus, along with any additional instructions provided by the instructor. This includes understanding and complying with the course objectives, grading criteria, and academic policies.
- **Maintain Regular Contact:** Keep in touch with your instructor and classmates via your GCSC email or other designated communication channels. Regular contact helps clarify doubts, share ideas, and foster a collaborative learning environment.
- **Active Participation:** Engage actively in class discussions and submit assignments on time. Your active participation is crucial for your academic success and contributes to a vibrant learning community.

As your instructor, my commitment to you is to:

- **Provide Timely Feedback:** I will review and provide feedback on your assignments and submissions promptly. My goal is to help you understand your strengths and areas for improvement, which is crucial for your academic growth.
- **Respond Via Canvas Inbox:** I will respond to your emails or messages within 24-48 hours (excluding weekends), unless otherwise noted. I understand the importance of clear and timely communication in addressing your questions and concerns.
- **Post Regular Announcements:** To keep you updated and help you manage your time effectively, I will send out weekly reminders via announcements. These reminders will include important dates, upcoming assignments, and any changes to the course schedule.
- **Maintain Weekly Office Hours:** I will maintain regular weekly office hours, but I can also be available by appointment. This is to ensure I'm available for any questions or concerns that may come up during the week.

## Course Schedule

	1	<p><b>“Introduction”</b>  <b>Syllabus Acknowledgement Quiz will be due the following week on Monday.</b>  <b>Class Overview</b></p>
	2	<p><b>Section 1 – Defining Hospitality and Tourism Marketing and the Marketing Process</b>  <b>Chapter 1: Creating Customer Value and Engagement Through Marketing for Hospitality and Tourism</b>            Chapter 1 Quiz due following Monday  <b>**Extra Credit** - Campus Scavenger Hunt</b></p>
	3	<p><b>Chapter 2 : Services Marketing Concepts Applied to Marketing for Hospitality and Tourism</b>            Chapter 2 Quiz due following Monday  <u>Discussion about Service Marketing</u></p>

	<b>4</b>	<b>Chapter 3: Marketing Strategy: Partnering to Build Customer Engagement, Value and Relationships</b> Chapter 3 Quiz due following Monday <i>Initial Discussion of Mid-Term Project/Identifying the Business.</i>
	<b>5</b>	<b>Section 2 – Understanding the Marketplace and Customer Value</b> <b>Chapter 4: Analyzing the Marketing Environment</b> Chapter 4 Quiz due following Monday <u><i>Discussion about Customer Touch Points</i></u>
	<b>6</b>	<b>Chapter 5: Managing Customer Information to Gain Customer Insights</b> Chapter 5 Quiz due following Monday <u><i>Discussion about Mid-Term Projects</i></u>
	<b>7</b>	<b>Chapter 6: Consumer Markets and Consumer Buying Behavior</b> Chapter 6 Quiz due following Monday
	<b>8</b>	<b>Chapter 7: Organized Buyer Behavior</b> Chapter 7 Quiz due following Monday <u><i>Discussion : Rewards Plans – Gas Stations, Grocery Stores &amp; Why They are Everywhere.</i></u>
	<b>9</b>	<b>Chapter 8 : Customer- Driven Marketing Strategy: Creating Value for Target Customers</b> Chapter 8 Quiz due following Monday
	<b>10</b>	<b>Section 3 – Designing Customer Value-Driven Strategy and Mix</b> <b>Chapter 9: Designing and Managing Products and Brands: Building Customer Value</b> Chapter 9 Quiz due following Monday <u><i>Discussion: What Draws You In?</i></u>
	<b>11</b>	<b>Mid-Term Presentations Due</b> <b>Chapter 10 : Internal Marketing</b> <i>Chapter 10/Mid-Term Engagement Quiz due following Monday</i> <i>Discussion : What did each person do well on their presentation?</i>
	<b>12</b>	<b>Chapter 11: Pricing</b> Chapter 11 Quiz due following Monday

	<b>13</b>	<b>Chapter 12 : Distribution Channels: Delivering Customer Value</b> Chapter 12 Quiz due following Monday
	<b>14</b>	<b>Chapter 13: Engaging Customers and Communicating Customer Value</b> <b>Chapter 14: Public Relations and Sales Promotions</b> <b>RECAP for Final Exam</b> Chapter 13 & 14 Quiz due following Monday

## Grading

### GCSC Grading Scale

All grades will be posted in the student grade book in Canvas and will be assigned according to the following scale:

- A 90%-100%
- B 80%-89%
- C 70%-79%
- D 60%-69%
- F 59% and below

### Calculation of Grades

#### Assignment of Grades

Grading:  
 Weekly Quizzes 25%  
 Class Attendance and Canvas Participation 25%  
 Mid Term Project 25%  
 Final Exam 25%  
 TOTAL..... 100%

## Course Policies

### Accessibility Statement

Gulf Coast State College supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, reasonable accommodations can be arranged. Prior to receiving accommodations, you must register with Student Accessibility Resources. Appropriate academic accommodations will be determined based on the documented needs of the student. Please visit [GCSC's Student Accessibility Resource \(SAR\) webpage](#) to learn more. For information regarding the registration process, email [sar@gulfcoast.edu](mailto:sar@gulfcoast.edu) or call 850-747-3243.

### Attendance Policy

Regular class attendance and participation are significant factors that help to promote success in college. Students are expected to attend all class meetings of all courses for which they are registered.

You are expected to know the instructor's specific attendance policy, as stated in the syllabus for each course. In the event of absence, you should contact your instructor as soon as possible to indicate the reason and to inquire whether make-up work is possible. (Make-up work is offered solely at the discretion of your professor.)

If your absences in a class become excessive, as stated in the course syllabus, your professor may contact you, indicating that further absence may result in your withdrawal from the course. Your professor can withdraw you from a course for excessive absences without your permission.

Instructors will monitor attendance at the beginning of each semester. If you are not in attendance during this period, you may be withdrawn from the course. You will be financially responsible for the course and a "W or NS" will appear on your transcript. Withdrawal from a course may also have implications for financial aid.

Make-Up Work Policy: Please see instructor for make-up work policy.

### Withdrawal Policy

Two withdrawals are permitted per credit course. After that, a grade will be assigned. Please be concerned about withdrawals. When admitting students into certain programs, universities may calculate withdrawals as grades. It is your responsibility to verify the effects of enrollment and/or withdrawal upon your financial assistance (financial aid, scholarships, grants, etc.). There are two kinds of withdrawals---student and administrative.

- *Student Withdrawal (W1)* - Students wishing to withdraw must complete the online Student Withdrawal Form before the scheduled withdrawal deadline as published in the College catalog. Student withdrawals initiated prior to the scheduled withdrawal deadline will be recorded as a grade of "W." The withdrawal deadline for an off-term or condensed term is one week after midterm.

- *Administrative Withdrawal (W2)* – A faculty member may withdraw a student up to the published withdrawal deadline for violation of the class attendance policy in which case the student will receive a grade of “W.” The withdrawal deadline for an off-term or condensed term is one week after midterm.

Students cannot withdraw from developmental studies courses (college-preparatory classes) after the drop/add period without written permission from their instructor and/or their academic advisor.

## Academic Integrity

Honest participation in academic endeavors fosters an environment in which optimal learning can take place and is consistent with the college’s mission. Academic misconduct, including cheating or plagiarism, is destructive to the spirit of an educational environment. GCSC professors report every instance of student academic misconduct to the college for inclusion on the student’s records. Most course syllabi include an academic honesty policy and the consequences for violating this policy. Familiarize yourself with course policies regarding authorized or unauthorized use of AI to avoid the pitfalls of academic dishonesty.

The following definitions will apply:

### "Cheating"

includes but is not limited to use of any unauthorized assistance in taking quizzes, tests, or examinations; dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; the acquisition without permission of tests or other academic materials belonging to a member of the College's faculty.

### "Plagiarism"

includes, but is not limited to, the use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment as well as the purchase of papers or projects. It can also include overuse of an editing program like Grammarly or submitting work written by an Artificial Intelligence (AI) generator like ChatGPT. Make certain to consult your course syllabi for your instructor's guidelines of AI material.

### "Self-plagiarism"

occurs when a student submits the same or considerably similar document to fulfill requirements in different classes. For example, if a student submits a term paper in Religion they originally wrote for an English class, this is self-plagiarism. Once a paper receives a grade in one class, it cannot be submitted again for another class.

### "Generative Artificial Intelligence (AI)"

is technology that uses machine learning to create new content, such as text, images or code, based on user input. These systems are trained on vast amounts of data, including large language models and image or code generators. Common examples include ChatGPT, GitHub, Copilot, Google Gemini, Perplexity, and the Grammarly AI function.

Sanctions for incidences of academic misconduct, depending on the severity of the incidence and/or its repetition, may range from receiving an F grade (or 0) for the test, assignment, or activity, to failure of the course, to suspension or dismissal from the college.

## Classroom Recording

In accordance with federal and state privacy laws, students may record class lectures for their own personal educational use, in connection with a complaint to the college, or as evidence in internal or external legal proceedings. Students may not publish or upload the recordings or any components thereof without the knowledge and written permission of the faculty member. Failure to obtain permission to publish could lead to the students' having to pay damages, attorney fees, and court costs. For more information about what can be recorded, please see the guidelines in the GCSC Student Handbook.

## Generative Artificial Intelligence (AI) Policy

The use of generative AI tools in academic work requires clear guidelines to maintain academic integrity. Please review the policy selected for this course regarding the use of AI tools such as ChatGPT, Copilot, Grammarly's AI features, and similar platforms for assignments, research, and other coursework.

See the student handbook for further information. Students with questions about acceptable use should consult their instructor.

Generative AI Use with Permission and Disclosure

*Students may use basic assistive technologies for spelling, grammar, and formatting (e.g., PaperRater or SpellCheckPlus). Generative AI tools (e.g., ChatGPT, Copilot, Grammarly's AI function, etc.) may also be used for classes and/or assignments where instructors have given explicit permission. Students must clearly disclose and properly cite any AI-generated content used in their work, following course guidelines. Students are permitted to use AI only in the manner and means described by the instructor. Unacknowledged or unauthorized AI use will be treated as a violation of academic integrity and may result in penalties, including a zero on the assignment and additional disciplinary actions as outlined in the college's academic integrity policy.*

## Anti-Discrimination Policy

Gulf Coast State College does not discriminate against any person in its programs, activities, policies or procedures on the basis of race, ethnicity, color, national origin, marital status, religion, age, gender, sex, pregnancy, sexual orientation, gender identity, genetic information, disability, or veteran status. All questions or inquiries regarding compliance with laws relating to non-discrimination and all complaints regarding sexual misconduct or discrimination may be directed to Amanda Reed, Executive Director of Human Resources/Title II/504/Title IX Coordinator and Employment Equity Officer, Gulf Coast State College, 5230 W. US Highway 98, Panama City, FL 32401; 850-769-1551, ext. 3516. Rules, policies, fees, and courses described in this catalog are subject to change without notice.

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## Student Support Resources

Gulf Coast State College is committed to providing you with the resources you need for success as a student and beyond. View all the academic and student support resources provided at GCSC on the [Student Services web page](#).

## Course Technology & Support

To successfully participate in this online course, students must have basic computer and digital information literacy skills and meet the following technology requirements:

- **Computer:** Up-to-date web browser that supports the Canvas learning management system; please refer to the system requirements for compatibility and information on using the Canvas app on mobile devices.
- **Internet Speed:** Minimum bandwidth of 8 Mbps upload/download speed to effectively engage in online activities and access multimedia.
- **Office 365 software:** Available for free download through GCSC Information Technology Services (ITS).

If you need technical support, contact the ITS Help Desk, available 24/7 at (850) 913-3303.