**CALIFORNIA STATE UNIVERSITY - NORTHRIDGE**

**College of Health and Human Development**

**Department of Recreation & Tourism Management**

**RTM 303: Promotion of the Recreation Experience (3 units)**

**Instructor:**

**Office Hours**:

**Course Website: RTM 303: Promotion of the Recreation Experience**

**(**login at http://moodle.csun.edu)

**Required Text:** Janes, Patricia Click. (2006) *Marketing in Leisure & Tourism.* Venture Publishing, Inc.

Selected Readings Packet

**Cases & Readings:** As assigned (provided via Moodle).

**Course Description:**

Interpretation and promotion of recreation programs and the services through the use of media processes and resources, marketing principles and computer applications.

**Course Objectives:**

**At the end of the course, successful students will be able to:**

1. Be able to discuss and explain core marketing concepts and the marketing mix relationship to programs in recreation, tourism and hospitality.
2. Describe globalization and the role marketing plays with the global recreation and tourism context.
3. Describe the importance of marketing in today’s society, especially as it relates to the leisure field.
4. Describe the value and importance of branding of recreation, tourism, and hospitality services.
5. Be able to apply a variety of promotional strategies (e.g. print, personal, media) to recreation services.

**Recreation and Tourism Management B.S. Program Learning Outcomes:**

1. Students will demonstrate critical thinking including analysis, synthesis and application in the fields of recreation, play, leisure, parks, hospitality and/or tourism through a variety of pedagogies.
2. Students will practice and self-assess progress toward mastery of the standards and competencies of appropriate accrediting bodies through continual self-assessment and portfolio development.
3. Students will demonstrate application and integration of theoretical knowledge in a practical setting through a minimum of 400 hours of professional internship in preparation for pursuing employment.
4. Students will demonstrate an increase in Emotional Intelligence while pursuing their degree objectives.

**Course Requirements:**

This seminar oriented class is based on student participation & discussion, assigned readings, case studies, and other supplementary materials. To fully benefit from this class, students should keep up with the assigned readings and read additional materials (media, trade publications, journals) as much as possible. Class discussions facilitate the exchange and understanding of ideas and concepts. This will not be possible if students come to class unprepared.

**1. *Creative Proposal - 40 points***

Students will develop a 3-page essay proposing three separate and innovative ideas for a new recreation related product or service

**2. *News Release– 30 points***

Students will write a 2-page news release to raise awareness about their product or service. Details and the grading rubric will be distributed in class.

**3. *Ad and Essay– 30 points***

Students will design an ad for their product or service and explain their design. Details and the grading rubric will be distributed in class.

**4. *Qualitative Personal Interview Group Project– 30 points***

Student groups will conduct qualitative interviews and offer recommendations for an existing recreation related product or service. Details and the grading rubric will be distributed in class.

**5. *Marketing Public Relations Plan Presentation and Report – 30 points***

Students will develop a marketing public relations plan report consisting of 7 sections: 1) Introduction, 2) Marketing objectives, 3) Slogan, 4) Marketing matrix, 5) Communications strategies, 6) Focus group, and 7) Appendix.

**Evaluation:**

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| --- |
| Creative Proposal – 25%  News Release - 18%  Ad and Essay – 18%  Qualitative Interview – 18%  Marketing/PR Plan – 21% |
| **TOTAL = 100%** |

**Grading**

A 90-100%

B 80-89%

C 70-79%

D < 69%

**COURSE CALENDAR**

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| --- | --- |
| I. Introduction of class and related projects | Week 1 |
| II. Review of computer literacy requirements | Week 1-2 |
| III. Introduction to Marketing of Leisure Services  A. Marketing within Leisure Services  1. Nature of marketing/ benefits by design  2. Target marketing/ who is the customer  3. Marketing Mix/ program/place/ price/promotion/peripherals  B. Community and Public Relations within Leisure Service  1. Importance and function/ the background for the message  2. Planning and creating programs  C. Methods of Promotion  1. Personal Promotions  Presentation design and production  Presentation software applications  2. Print media  Publicity: News releases, TV coverage,  Advertising Design Principles & Techniques  Desktop software applications  3. Audio-visual media  Slide shows & video production techniques  Web site design & production  Web publishing software  D. Future Trends in Leisure Marketing and Public Relations | Weeks 2-6 |
| Week 2 |
| Weeks 7-8  Weeks 2-6  Weeks 6-14  Weeks 9-14 |
| Week 15 |

***The extended course calendar will be available on MOODLE. The calendar will be modified on Moodle as the semester progresses. This syllabus is subject to change. It is the student’s responsibility to keep track of changes provided through Moodle.***

**Course Policies and Guidelines:**

1. Students’ participation is vital to successful learning. Therefore, students are expected to attend the class regularly, arrive on time, take notes, complete reading assignments on schedule, and actively participate in discussions and other learning activities.
2. In order to create a safe, welcoming, and productive learning environment, students are expected to respect each other, the facilities and equipment. Abusive, violent, disrespectful or disruptive behavior will not be tolerated. Students are referred to the policies and regulations section of the University Catalog for university policies and code of conduct information.
3. Cellular phones, pagers and other electronic devices not being used for instructional purposes should be kept off during class.
4. If you miss class, make arrangements with peers to collect class information, announcements and materials. Information will not be repeated for those who are tardy or absent.
5. Communication: Students are expected to have access to their CSUN email account. The instructor will send class announcement to students via students’ official CSUN emails. If you have a primary email that is not your CSUN account, please have your CSUN email forwarded to your primary email.
6. Late Assignment: Late assignments will be accepted with a penalty of 15% off per day. Assignments submitted more than three days late will not be accepted without prior arrangement with the instructor. No assignments will be accepted after the last official day of class.
7. Make-up Work:Make-up assignments or exams will be given **only** when students meet the following conditions:
8. Absences caused by hospitalization, death in the family, or other emergencies must be documented within 48 hours of your return to class. Acceptable documentation includes a letter from a physician, a newspaper obituary, or a memorial service program.
9. Absences for official University activities (e.g., athletics, band, and chorus) must be documented and approved in advance.

Please contact the instructor if you have any questions regarding your eligibility to make up for an assignment.

1. Academic Honesty: According to the University’s policy on academic honesty, no form of academic of dishonesty will be tolerated. Any student found cheating, plagiarizing a written assignment, or committing any other infraction against CSUN’s policy will either receive a failing grade for the course, be referred for University disciplinary action, or both. Please refer to [www.csun.edu/a&r/soc/studentconduct.html](http://www.csun.edu/a&r/soc/studentconduct.html%20) for additional information.
2. Students are advised to consult with campus services to receive assistance if they have concerns regarding skills in areas such as writing or studying or computer skills.
3. Students are encouraged to be proactive and seek out the instructor as soon as they have any concerns about the class or their performance. The end of the semester is too late to take action to bring up a grade.
4. All assignments must be typed, double spaced, 12-point font, 1 inch margins and should follow the American Psychological Association (APA) style (6th ed.).
5. Microsoft Word is the ONLY acceptable document format for online or email submission. The following format should be used when naming the file: Course number\_last name\_first name\_short title (for example: RTM550\_xie\_jimmy\_syllabus).

**STUDENT RESOURCES**

***Disability Resources and Educational Services (DRES)***. In keeping with the University’s policy, reasonable accommodation is provided for students with disabilities that might affect their course participation or assignment completion. Any student with disabilities should contact DRES at 818-677-2684 or dres@csun.edu. DRES is located in Bayramian Hall room 110 (BH 110). Please visit [www.csun.edu/dres/index.php](http://www.csun.edu/dres/index.php) for additional information and/or assistance. The National Center on Deafness (NCOD) is located on Bertrand Street in Jeanne Chisholm Hall and can be reached at (818) 677-2611.You are not required to disclose your disability to me in order to receive accommodation during this course.

***Learning Resource Center (LRC) and Writing Center***. The LRC is committed to helping students become better writers, critical thinkers, and communicators by providing face-to-face and electronic consultation, tutorials, reference manuals, and links to Web writing resources. As part of the LRC, the Writing Center staff is available to help students during the conception, research, drafting, or revision stages of a paper. Students may visit the Writing Center in Bayramian Hall room 408 (BH 408) or call 818-677-2033 to make an appointment. Walk-ins are available on a limited basis. For additional information and/or assistance, please visit www.csun.edu/lrc.

***University Counseling Services (UCS)***. Students sometimes experience significant confusion and distress when trying to manage school, work, relationships, and family responsibilities. UCS provides free and confidential consultations to help students deal with academic stress, relationship problems, family/roommate conflicts, personal growth, crisis events (e.g., rape, divorce, assault) and other mental health issues (e.g., anxiety, depression, suicidal ideation). Students may visit UCS in Bayramian Hall room 520 (BH 520) or call 818-677-2366 (V), 818-677-7834 (TTY) for an appointment. UCS is located on the web at [www.csun.edu/counseling](http://www.csun.edu/counseling/).