

**DEPARTMENT OF HEALTH, HUMAN PERFORMANCE AND RECREATION
COLLEGE OF EDUCATION
PITTSBURG STATE UNIVERSITY**

Fall 2019

Course Number: **REC 320-01**
Credit Hours: 3 hours
Instructor: **Dr. Rick Hardy**
Office: **101Q Student Rec Center**
Email: **rhardy@pittstate.edu**

Title: **Marketing in Rec**
Course Time Schedule: **Tu/Thr 12:30-13:45**
Office Phone: **620-235-4281**
Office Hours:
Tuesday 7:00 - 8:00 & 11:00 – 12:15
Wednesday 7:00 -12:30
Thursday 7:00 – 8:00 & 11:00 - 12:15

*****Most emails should be answered within 36 hours of receipt. Except on weekends.*****

I prefer CANVAS email/message.

If it a time sensitive matter text me with your first & last name and a time frame I may reach you.

I. COURSE DESCRIPTION: An in-depth study of the theory and application of marketing and promotions as they related to the recreation, sport, and hospitality industries. Marketing theory, marketing research methods, marketing plans, and promotional strategies, and issues in marketing recreation, sport, and hospitality will be examined. Tests and case studies will be used to facilitate a deeper understanding of the concepts.

II. COURSE OBJECTIVES: Upon successful completion of this course, the student should be able to:

- A.** Analyze marketing issues in recreation, sport, and hospitality.
- B.** Comprehend the marketing system and create relevant marketing strategies in recreation, sport, and hospitality management.
- C.** Identify and analyze challenges facing recreation, sport and hospitality marketers in the future.

III. INSTRUCTIONAL RESOURCES

Required Text Book: Marketing in Leisure and Tourism: Reaching New Heights.
Patricia Click Janes. Sagamore Publishing / Venture Publishing. 2006.
ISBN 978-1-892132-65-9.

You will NOT pass this class without the textbook.

Additional Resources: Will be supplied by the Instructor

IV. TEACHING STRATEGIES

A. Traditional Experiences: Lectures and CANVAS

V. EVALUATION

Class Policies

1. Attendance. *Two tardies = 1 missed class.*
******* After each three missed classes you will incur a letter grade reduction. *******
2. Academic Honesty Policy. It is the responsibility of each student to become familiar with the University's policies concerning academic honesty.
3. Disability Services. Any student in this class who has a disability that prevents the fullest expression of abilities may contact me in my office as soon as possible to discuss class requirements. Disclosure of any disability, however, is not required.
- 4. All materials for grades must be received by the instructor before the end of the due date.**
5. Case Studies and Tests will only be accepted during the day they are due!

Assessment: Grading in this course is based on a set of total points based on the following:

Case Studies	4 X	100 points
Tests	4 X	100 points
Accumulative Final	1X	200 Points

Tests may be composed of true/false, multiple choice, fill in the blank, listing, essay, etc.

TOTAL 1000 points

Grading in this course is based on a set of total points based on the following:

Grading Scale:	90-100%	A	Excellent
	80-89%	B	Above average
	70-79%	C	Average
	60-69%	D	Below average
	0-59%	F	Failing

TENTATIVE
COURSE SCHEDULE:

<u>Date</u>	<u>Subject</u>	<u>Reading Assignment</u>
Week 1	Syllabus & Introductions Integrating Marketing	Chapter 1
Week 2	The Marketing of Experiences	Chapter 2
Week 3	Quality Service Foundation Case Study	Chapter 3
Week 4	Enabling Marketing Action Test	Chapter 4
Week 5	Market Research	Chapter 5
Week 6	Developing Strategy Case Study	Chapter 6
Week 7 <i>Fall Break 10/5-6</i>	Target Market Approaches Test	Chapter 7
Week 8	Brand Positioning	Chapter 8
Week 9	Processing Operational Decisions Case Study	Chapter 9
Week 10	Organization Offerings, Distribution & Pricing Test	Chapter 10
Week 11	Promotional Brand, Collateral Design & Events	Chapter 11
Week 12	Advertising, PR & Crisis Com Case Study	Chapter 12
Week 13	Relationships: Community, Sponsorships and Stewardship	Chapter 13
Week 14	Direct Marketing Test	Chapter 14
Week 15		Catch up & Review

*******The instructor reserves the right to make changes to the above syllabus at any time during the semester. These changes, if made, will be made after a 72 hour posted notice to the class.*******