Proposal for a New Course

NOTE: All gray text boxes must be completed (even if you just put N/A into them), otherwise the committee must consider the form incomplete.

1. Department: **Hospitality and Tourism Management**

2. Course Number and Title: **HTMT354 Hospitality and Tourism Technology**
   Number of Credits: 3  Total hrs/week: 3
   
   Lecture: ☑  Lab: ☑  Recitation: ☐  Seminar: ☐

   For Independent study courses:
   Research:☐  Field experience: ☐
   Clinical Practice: ☐  Internship: ☐
   Practicum: ☐  Independent Course Work: ☐

3. Semester and year when course will first be offered:  **Spring 2010**

4. Catalog Description (please limit to 50 words):
   This course examines theories and current trends in Internet marketing and information technology and teaches analytical skills with information systems, online marketing, and social media management in the hospitality and tourism industry. It exposes the students to the dynamics of technological changes and how it significantly transforms this industry.

5. Check if appropriate: Humanities:☐  Social Science: ☐ (meets minimum degree requirements)

6. Check if appropriate: ☐
   This course will be cross listed with: ______
   Rationale for cross listing: ______
   Please attach letters of support from the chairs of each department indicating that the department has discussed the proposal and supports it.

7. a) Could another department or program also be a logical originator of this course (i.e. History of American Education could originate in both the Teacher Education and the History departments)? If yes, what department/program? Please contact the department chair/program director and request a note or email that they are aware of the proposed new course and include that note with the proposal.
   ______

   b) Please explain overlap with any existing courses.
   ______

This form was approved by FCC on 2/17/2009 and replaces all others.
Proposal for a New Course

8. Prerequisites (or other restrictions):
   Junior standing.

9. Rationale/justification for course (consider the following issues):
   a) What are the goals and objectives of the course?
      Based on the conceptual framework of technology adoptions, technology usability, social network theories, and media theories, this course introduces concepts and theories including social networks, weak ties, technology usability, social media platforms, open source and free culture, the long tail theory, Sarnoff’s law, Metcalfe’s Law, and Reed’s Law. The course also targets improving students’ analytical skills through challenging assignments and extensive projects. Through exposure to current information systems and Internet marketing technologies used in hospitality and tourism businesses, the students gain an understanding of the ethical, social and legal issues related to technology in those businesses, and improve computer skills through individual assignments with computer software, online tools, and hospitality systems. The students will develop effective communication skills through writing assignments and in-class presentations; discussing technology copyright and patent issues will raise the students’ ethical awareness; the discussion on technology adoption in around the world will help raise the students’ raise global awareness; the challenging homework assignments and projects will help with problem solving ability.

   b) How does the course support the mission statement of the department and the organizing principles of the major?
      The HTMT Department mission states that it offers a progressive series of practical, applied, and experiential learning opportunities and trains students to become computer fluent and effective communicators. This course will offer practical, applied and experiential learning opportunities for HTMT majors; they also will become more computer-fluent by learning about the adoptions of hospitality and tourism technologies and current IT trends.

10. a) For courses in the major, how does the course enhance the beginning, middle, or end of the major?
    This course will enhance the middle of the major by providing a hands-on and experiential-based course on information technologies.

    b) For courses used by non-majors, how does the course support the liberal arts tradition including linkages with other disciplines:
    Technologies are tightly linked to the ethical and legal aspects of hospitality and tourism businesses.
Proposal for a New Course

11. Method of teaching:
   Lectures and lab time (during the same class period).

12. a) Address potential enrollment pattern shifts in the department or college-wide related to the offering of this course:
    This course will offer another upper-level elective for increasing number of hospitality and tourism majors and business majors. Other upper-level hospitality and tourism courses may have a slightly lower attendance.

b) Address potential shifts in staffing of the department as it relates to the offering of this course:
   None.

c) Frequency of offering:
   each fall: ☐ each spring: ☒
   every two years: ☐ every three years: ☐
   other ☐ (Explain): 

13. Requirements for additional resources made necessary by this course:

   a) Staff: 0

   b) Budget: $0.

   c) Library: $0

14. Is this course to be added to the Degree Requirements of a Major, Minor, Concentration or List of Approved Electives?

   a) ☐ yes  ☒ no

   b) If yes, complete the Change Degree Requirements form(s) and list the name(s) of the major, minor, concentration and/or list of approved electives here:
      N/A.

15. Paste syllabus, reading lists, or any additional documentation that can help the committee evaluate this proposal (a syllabus is mandatory).
    N/A.
Proposal for a New Course

14. Signature of Department Chair or Program Director:

______________________________________________________________

Date: ________________________

15. Signature of Dean of School:

______________________________________________________________

Date: ________________________

16. Signature of Provost:

______________________________________________________________

Date: ________________________

17. Signature of Business Affairs Official

______________________________________________________________

Date: ________________________

18. Signature of Curriculum Committee Chair

______________________________________________________________

Date: ________________________

19. Signature of Faculty Senate Secretary:

______________________________________________________________

Date Approved by Senate: ________________________

Completed form should be sent by the Faculty Senate Secretary to the Registrar. After implementation, information concerning the passed course and program changes will be provided by the Registrar to all faculty and staff on campus.
(This syllabus is subject to change; please check the most recent version in WebCT)

Instructor: Dr. Bing Pan
Office: Beatty Center 315
Office Telephone: 953-2025
email: bingpan@gmail.com
http://www.ota.cofc.edu/pan/

Office hours: Monday and Wednesday 10:00AM – 12:00PM or email for an appointment

Course prerequisites: Junior standing; ACCT 203, ACCT 204; DSCI 232;
Computer literacy.

Course Overview: The tourism and hospitality industry is an information-intensive industry and information technology is crucial. Information technology can reduce costs by automating processes traditionally done manually through POS and MPS systems, improve visitor satisfaction through relationship management, and reach and develop new customer bases and markets through the Internet and social media.

Learning Goals:
Effective Communications: Students will write professional documents that are technically correct and concise and make effective presentations utilizing technological tools and relevant discipline-specific knowledge;
Ethical Awareness: Students will recognize and be able to appraise ethical dilemmas involved in business decisions and competently engage in discourse aimed at resolution of these dilemmas utilizing relevant discipline-specific knowledge;
Global Awareness: Students will recognize and examine the global implications of business decisions while evaluating and integrating innovative applications of these implications utilizing relevant discipline-specific knowledge;
Problem Solving Ability: Students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the business environment and apply analytical techniques to formulate creative solutions utilizing relevant discipline-specific knowledge.

Learning Objectives: Based on the conceptual framework of technology adoptions, technology usability, social network theories, and media theories, this course introduces concepts and theories including social networks, weak ties, technology usability, social media platforms, open source and free culture, the long tail theory, Sarnoff’s law, Metcalfe’s Law, and Reed’s Law. The course also targets at improve students’ analytical skills through challenging homework assignments and extensive projects. Through exposure to current information systems and Internet marketing technologies used in hospitality and tourism businesses, the students gain and understand the ethical, social and legal issues related to technology in those businesses, improve computer skills through individual assignments with computer software, online tools, and hospitality
systems. The students will develop effective communication skills through writing assignments and in-class presentations; discussing technology copyright and patent issues will raise the students’ ethical awareness; the discussion on technology adoption around the world will help raise the students’ global awareness; the challenging homework assignments and projects will help with problem solving ability.

**Learning methods:** The first goal of this course is to gain hands-on skills of Internet marketing, hospitality systems, and decision support systems; and learn how to work together with technologies to achieve competitive advantages. The second goal is to conceptually survey recent information technology development, management information systems in the hospitality and tourism industry. Long tail theory and various technological laws will be covered. Students will be expected to be active participants in their learning. The course will encompass lectures and guest speakers from tourism and technology industries, but will rely heavily upon hands-on exercises with a strong emphasis upon the use of case studies. The students should have the responsibility to learn how to use WebCT and other software such as Excel, Word, Power Point, and Access. There will be two tests, four homework assignments, and a final project. This course places a strong focus on challenging and constructive homework assignments.


**Academic Integrity:** The College of Charleston’s Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional action may be taken. Cheating includes copying someone else’s work in exams, quizzes, and assignments. It includes using notes and other aides during exams when not authorized to do so, collaborating with others for take-home exams, using someone else’s ideas without referencing them, or turning in an assignment for this class that was submitted, in whole or in part, for another class. Cheating also includes the allowing of one’s work to be copied by another and doing work for another student. If you are unclear about what constitutes cheating, please see the Instructor.

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<thead>
<tr>
<th># of Units</th>
<th>Score</th>
<th>Total</th>
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<tbody>
<tr>
<td>Attendance and Participation*</td>
<td>1</td>
<td>100</td>
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<tr>
<td>Paper on the future of travel agencies</td>
<td>1</td>
<td>50</td>
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<tr>
<td>Web analytics analysis</td>
<td>1</td>
<td>50</td>
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<tr>
<td>Mini-project on SEM analysis</td>
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<td>50</td>
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<td>Mini-project on web 2.0 and web tracking</td>
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<td>50</td>
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<td>Web marketing concepts</td>
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<td>Mini-project on Charleston survey report</td>
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<td>50</td>
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<tr>
<td>Mid Term and Final Exam</td>
<td>2</td>
<td>200</td>
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<tr>
<td>Google AdWords Project</td>
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<td>200</td>
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<td><strong>Total</strong></td>
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**Attendance and Participation:** We are all learners and we can learn from each other in a great deal if we are actively participating. As the instructor, I am merely facilitating your learning. Thus, you are expected to contribute. The HTM industry requires an outgoing personality and the ability to interact with people. Show, or develop, this side of your personality in class. Active participation, i.e. your willingness and enthusiasm for
contributing to class discussion, as well as the quality of your contribution, will result in a positive participation grade. The professor will track every student’s class participation, e.g. asking a question, answering a question or expressing an opinion in the class. 10 percent of the final grade will be based on the class participation, according to the professor’s discretion. Lack of preparation or consistent poor attendance, which results in lack of participation, will result in a poor participation grade. Additional readings will be assigned during the semester and included on the progress tests. In addition, cases, discussion questions and other exercises will be distributed prior to class sessions. Students are expected to come to class prepared to discuss these.

In addition:

Anyone missing more than 3 class periods may be deemed ineligible for a grade of “A.” Anyone missing more than 5 class periods may be deemed ineligible for a grade of “B” or better.” Anyone missing more than 7 class periods may be deemed ineligible for a grade of “C” or better.” Anyone missing more than 9 class periods may be deemed ineligible for a grade of “D” or better.”

**Attendance can only be excused with a documented medical or other serious and legitimate excuse.**

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<thead>
<tr>
<th>LETTER GRADE (New Policy from Fall 2006)</th>
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<tr>
<td>&gt;94</td>
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<td>60-62.99</td>
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<td>&lt;60</td>
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**Hands-on homework and case studies:** During the semester we will be exploring numerous topics through the use of hands-on exercise and homework assignments. *These may be adjusted during the semester, with either additional homework assigned or some of the above deleted. Your assignments must be uploaded at the due time to WebCT. Late submissions will not be accepted.* In addition, for the final project, you will be required, with a group to be assigned, to make an oral presentation to the class regarding the case. Details will be distributed later.

**Semester project:** This course will adopt a Google AdWords project in which the students will form teams, find a local tourism and hospitality business, and create a marketing campaign through Google AdWords. Three to five students can form one group. The client can be the restaurant/hotel you are working in, or the family business
your parents are involved, or a professor’s project in the college. Please talk to them as early as possible for ideas. Each project proposal needs to be approved by the instructor and detailed instruction will be given out later in the semester.

**Exams:** If you miss a progress test without a valid excuse, you will receive zero credit for the test. With a valid excuse (Instructor’s discretion) the points will be allocated to the other assessed components. If a second test is missed you will receive zero credit for both tests.

**Disability Students:** The College will make reasonable accommodations for persons with documented disabilities. Students should apply for services at the Center for Disability Services located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations should notify their professors as quickly as possible.

**Homework:** Please check your WebCT under Assignments or Calendar.

**Schedule:** Updated schedule can be viewed in Syllabus in WebCT.

**Presentations:** PowerPoint slides used in class and handouts will be available under Notes in WebCT.

**Computer Hardware:** If you don’t have one already, we highly recommend buying a Flash drive of at least 512 megabytes to work on your website and homeworks; remember everything you saved on the computer are temporary which may be deleted. You can store your files on your Flash drive.
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<tr>
<th>Day</th>
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<th>Lecture</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>Mon</td>
<td>11-Jan</td>
<td>Introduction</td>
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<tr>
<td>Wed</td>
<td>13-Jan</td>
<td>Current Trend in IT I: ubiquitous computing, mobile technology</td>
<td>HW 1 out</td>
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<tr>
<td>Fri</td>
<td>15-Jan</td>
<td>Current Trend in IT II: free culture, long tail theory, social norm and market norm</td>
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<td>Mon</td>
<td>18-Jan</td>
<td>MLK Day: No Class!</td>
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<td>Wed</td>
<td>20-Jan</td>
<td>Guest Lecture: TBD</td>
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<td>Fri</td>
<td>22-Jan</td>
<td>Current Trend in IT III: social network introduction and the small world phenomenon</td>
<td>HW 1 Due; HW2 out</td>
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<tr>
<td>Mon</td>
<td>25-Jan</td>
<td>Overview of IT in HTM: traveler information needs and the Internet</td>
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<td>Wed</td>
<td>27-Jan</td>
<td>Web Analytics I: customer segmentation</td>
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<td>Fri</td>
<td>29-Jan</td>
<td>Guest Lecture: TBD</td>
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<td>Mon</td>
<td>1-Feb</td>
<td>Web Analytics II: conversion and ROI</td>
<td>HW2 due; HW3 out</td>
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<tr>
<td>Wed</td>
<td>3-Feb</td>
<td>Debate on Travel Agencies and the Internet</td>
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<tr>
<td>Fri</td>
<td>5-Feb</td>
<td>Search Engines Part I: Knowledge Hierarchy and information overloading</td>
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<tr>
<td>Mon</td>
<td>8-Feb</td>
<td>Search Engines Part II: search engine structure</td>
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<td>Wed</td>
<td>10-Feb</td>
<td>Search Engine Marketing for HTM 1: Google Hierarchy</td>
<td>HW3 due; HW4 out</td>
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<td>Fri</td>
<td>12-Feb</td>
<td>Search Engine Marketing for HTM 2: SEO strategies</td>
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<td>Mon</td>
<td>15-Feb</td>
<td>Search Engine Marketing for HTM 3: SEM Introduction</td>
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<td>Wed</td>
<td>17-Feb</td>
<td>Search Engine Marketing for HTM 4: Keyword strategies</td>
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<td>Fri</td>
<td>19-Feb</td>
<td>Search Engine Marketing for HTM 5: PPC and bidding strategies</td>
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<tr>
<td>Mon</td>
<td>22-Feb</td>
<td>Social Media Marketing I: social network theory; the power of weak ties</td>
<td>HW 4 due</td>
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<tr>
<td>Wed</td>
<td>24-Feb</td>
<td>Mid Term Review</td>
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<td>Fri</td>
<td>26-Feb</td>
<td>Guest Speaker: TBD</td>
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<td>Mon</td>
<td>1-Mar</td>
<td>Mid Term Exam</td>
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<td>Wed</td>
<td>3-Mar</td>
<td>Social Media Marketing II: Sarnoff’s law, Metcalfe’s Law, and Reed’s Law</td>
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<td>Fri</td>
<td>5-Mar</td>
<td>Social Media Marketing III: social platforms</td>
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<td>Mon</td>
<td>8-Mar</td>
<td>Spring Break: No Class!</td>
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<td>10-Mar</td>
<td>Spring Break: No Class!</td>
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<td>Fri</td>
<td>12-Mar</td>
<td>Spring Break: No Class!</td>
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<tr>
<td>Mon</td>
<td>15-Mar</td>
<td>Hospitality Information Systems I: evolution of HIS</td>
<td>HW 5 out</td>
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<tr>
<td>Wed</td>
<td>17-Mar</td>
<td>Hands-on Session: Manual Night Audit and automated auditing</td>
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<td>Date</td>
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<td>Fri</td>
<td>19-Mar</td>
<td>Restaurant Information Systems 1: Evolution</td>
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<td>22-Mar</td>
<td>Restaurant Information Systems 2: Compo</td>
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<td>Wed</td>
<td>24-Mar</td>
<td>Hands-on Session</td>
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<td>Fri</td>
<td>26-Mar</td>
<td>Data Mining and Data Analysis 1: ADR, RevPar, RevPor</td>
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<td>Mon</td>
<td>29-Mar</td>
<td>Data Mining and Data Analysis 2: analysis using Excel</td>
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<td>Wed</td>
<td>31-Mar</td>
<td>Guest Lecture: TBD</td>
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<td>Fri</td>
<td>2-Apr</td>
<td>Class Exercise</td>
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<td>Mon</td>
<td>5-Apr</td>
<td>Class Exercise</td>
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<tr>
<td>Wed</td>
<td>7-Apr</td>
<td>Strategic Management for HTM I: intro</td>
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<td>Fri</td>
<td>9-Apr</td>
<td>Strategic Management for HTM II: ROI</td>
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<td>Mon</td>
<td>12-Apr</td>
<td>Strategic Management for HTM III: system selection</td>
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<td>Wed</td>
<td>14-Apr</td>
<td>CVB Visit</td>
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<td>Fri</td>
<td>16-Apr</td>
<td>Revenue Management with Excel 1: concepts</td>
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<tr>
<td>Mon</td>
<td>19-Apr</td>
<td>Revenue Management Excel 2: hands-on</td>
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<td>Wed</td>
<td>21-Apr</td>
<td>Final Exam Review</td>
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<td>Fri</td>
<td>23-Apr</td>
<td>Presentation</td>
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<tr>
<td>Mon</td>
<td>26-Apr</td>
<td>Presentation</td>
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</table>

- HW 5 due; HW 6 out
- HW 6 due
- Final Exam
Homework 1. Essay on the Future of Travel Agencies (50 Points)
(Due January 22 at 2PM, please upload it in WebCT under Homework 1 by then)

Imagine one of your friends is planning to open a travel agency (in the traditional sense) after graduation: is he crazy, or maybe he is ahead of the curve? Your research on this topic is going to help him make the decision. To make it more fun, your stance will depend on your last name: if your last name starts with A-E, you should be arguing that travel agencies will continue to exist and flourish; if your last name starts with F-Z, you should be arguing that travel agencies as an industry will disappear in the near future.

For homework 1, you need to write an essay which is no less than 3 pages (double space) on the future of travel agencies. Your essay should contain at least two major parts:

1. The current state of travel agencies as an industry (20 Points);
2. A summary of the data/articles/papers/news you have researched and their major conclusions. It is better to write with some actual data for support (10 Points); in addition, you need to talk to at least one experienced person (a business owner, a professor, or a family member who is knowledgeable) in the tourism industry about his/her opinion and quote him/her in the essay (10 Points);
3. Looking into the future, your opinion on the future of travel agencies on whether or not travel agencies will disappear (10 Points).

The references should be in APA format (NOT the whole article). Please reread and check your essay several times and make sure there are no typos or grammatical errors. The best two essays on each side will be invited to do an in-class debate and the four students are going to receive extra credit for the debate.

Please start early! This essay is worth 80 points, almost equivalent to your mid-term exam or final exam. Please feel free to talk to me or set up an appointment if you have questions or need help (or you really, really, really have trouble arguing for one stance and would like to switch to the opposite). Discussions with your team/classmates are encouraged; but please write and submit your own essay.

This homework 1 is due January 22 at 2PM, please upload it in WebCT under Homework 1 by then. Enjoy!

Some References
Homework 2. Web Analytics (50 Points)
(Due February 1 at 2PM, please upload it in WebCT under Homework 2 by then)

This assignment will be a little more intensive. This assignment has two parts: in the first part, you need to explain several key concepts in Google Analytics; in the second part, you need to write a report no less than 3 pages (double spaced, including graphs and tables) for Governor’s House Inn on their visitors to their website.

Part I. Explain the following concepts. You can use any resources you need; the best source is the one in Google Analytics, such as this link: http://www.google.com/support/googleanalytics/?hl=en_US
Please do NOT copy and paste the definitions; you need to understand those concepts and explain those using your OWN words.

1. What do you need to do in order to start using Google Analytics?
2. What is the difference between pageviews and unique pageviews?
3. How did Google Analytics define a “visit”?
4. What is bounce rate? As a business owner, do you like to see higher or lower bounce rate on your site?
5. What are the three types of traffic sources?
6. How did Google Analytics measure loyalty and recency?
7. According to Google Analytics, what are the length and depth of visit?
8. What are landing page and exit page?
9. What are the referral sites?)

Part II.

For Part II, you need to write a report for the Governor’s House Inn on their online visitors: 3 pages minimum but the more the better! Please start with a new page on your report; please do NOT use, or use as little as possible, technical jargon; write in the language which a small B&B’s manager can understand. Please limit the data from December 8th, when the new site became live to Jan 25th. I will give the best of the reports to their manager for review!

You may want to copy down some nice-looking graphs in Google Analytics. You can always hit the “Print Screen” key and then Paste or “Ctrl+V” to paste the screen shot in Microsoft Word; you can then use the cropping function in Word to create the graph from Google Analytics.

Here are the sections you should have in the report.

1. Visitor Profile: Which countries and states are they from? What are the top three countries and states? What are the major preferred languages on their computers?
2. Web Visits: What are the visit trends in this a month and half? What are the high visitation days and low visitation days?
3. Traffic Sources: What is the breakup of three traffic sources? What are the top referral sites? What are the major search engines those visitors use? What are the top keywords the visitors used to reach the site?
4. Site Structure: which are the major landing pages? Which are the exit pages?
5. Benchmarks: compared to other Hotel and Accommodation sites, how did this website perform?
6. Conclusions and Recommendations: what are the major conclusions from this analysis? How do you recommend the Governor’s House Inn for their future web design or online marketing efforts?

This homework 2 is due February 1 at 2PM, please upload it in WebCT under Homework 2 by then. Enjoy!
HTMT360 Hospitality and Tourism Technology Homework 3 (50 Points)

Due Feb 10, 2010, 2PM

You need to find a business to work with; you don’t have to have their permission but it is better to work with them and give them the results of this homework if possible. First, it is better to find a small business you would like to work with; we will have a group project later in the semester so you may want to find the one you might be able to continue working with them. Of course you are allowed to switch to another business if you want.

1. Name of the Company:
   
   Website:

2. Target Market:

3. The websites of three competing companies/properties:

   Name: ________________  Website: ________________  PageRank: __

   Name: ________________  Website: ________________  PageRank: __

   Name: ________________  Website: ________________  PageRank: __

4. Search Engine Visibility:

   Is it indexed by:  
   Google? Yes____ No____
   Yahoo? Yes____ No____
Live Search? Yes______ No______
Yahoo Directory? Yes______ No______
Dmoz Directory? Yes______ No______

Google PageRank: __
Inbound Link 1: _______________ PageRank: __
Inbound Link 2: _______________ PageRank: __
Inbound Link 3: _______________ PageRank: __
Inbound Link 4: _______________ PageRank: __
Inbound Link 5: _______________ PageRank: __
Inbound Link 6: _______________ PageRank: __
Inbound Link 7: _______________ PageRank: __
Inbound Link 8: _______________ PageRank: __
Inbound Link 9: _______________ PageRank: __
Inbound Link 10: _______________ PageRank: __

Target Inbound Links:

These are the inbound links which your competitors have and have good PageRank values, but you do not have. For example, if Charleston CVB links to your competitors’ website, which increases their PageRank, but not yours, if CVB site is one of the websites have highest PageRank values, that is a good Target Inbound Link.

Inbound Link 1: _______________ PageRank: __
Inbound Link 2: _______________ PageRank: __
Inbound Link 3: _______________  PageRank: __
Inbound Link 4: _______________  PageRank: __
Inbound Link 5: _______________  PageRank: __

5. Keyword Analysis:

Brainstormed Keywords: ________________________________________

Google suggested Keywords: ____________________________________

https://adwords.google.com/select/KeywordToolExternal

WordTracker (you may need to create your trial account; please don’t forget to cancel it after one week, if you don’t want to create one, you can use Dr. Pan’s free trial: username: bingpan3
password: cdpandir)

http://www.wordtracker.com/
### Keyword Analysis Table

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Google Search Avg Volume</th>
<th>WordTracker Volume</th>
<th>WordTracker KEI</th>
<th>Google Position</th>
<th>Yahoo Position</th>
<th>Live Search Position</th>
</tr>
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<tbody>
<tr>
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</table>

- Top four keywords will be your target key phrases
- You only need to check the top 50 positions in those search engines (the first 5 pages)
- You need WordTracker Free trial account to get KEI values. *(if you don’t want to create one, you can use Dr. Pan’s free trial: username: bingpan3 password: cdpandir)*
6. Search Engine Friendly Website Checklist

a. Has a .com domain name?  
   Yes_____  No _____

b. Domain name contains targeted keywords?  
   Yes_____  No _____

c. Keywords are in the Keywords tag?  
   Yes_____  No _____

d. Keywords are in the Title tag?  
   Yes_____  No _____

e. Meaningful page name and file name on each page?  
   Yes_____  No _____

f. No Flash animation except for certain pages?  
   Yes_____  No _____

f. Navigation buttons are not in images?  
   Yes_____  No _____

h. Appropriate link anchors across the site?  
   Yes_____  No _____

7. A summary on the status of search engine marketing performance:

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

8. Recommendations on search engine marketing practices:
9. Recommendations on detailed changes on the website:
1. Name of the Company:

2. Search for blogs using blog search engines and identify at least 5 blogs about the company/property, type in the address below and summarize the strengths and weaknesses from those blogs:

Blog search engines:

Blog 1 address:
Blog 2 address:
Blog 3 address:
Blog 4 address:
Blog 5 address:

Strengths of the company/property from blogs:

Weaknesses of the company/property from blogs:

3. Identify 3 chatrooms and 3 newsgroups/forums which can be used to reach your potential customers; express some opinions, screen-copy it, and paste them here (for example, Yahoo Chatrooms and Google Groups)
4. Think about three methods of Guerrilla Marketing (can be online or offline) – something imaginative and outrageous but costs little money for the company/property.

5. If you worked in the company/property (if not, you can just pretend), write an email signature block:

6. Build a blog page using blogspot.com for the company, post two blogs, and copy the address here. If they have a blog, create a special blog, such as Company News blog:

7. Create either a MySpace or Facebook group for that company, write a short introduction, invite all your friends to join, and copy the address here. If they already have one, post some comments there.

9. Create a shortened URL using bit.ly for the business you chose and promote it in your blog, Facebook, and emails. Please write a short report on the performance after three days.
Homework 5. Google AdWords (50 Points)

You can find the answers to all these questions from the textbook Marketing and Advertising Using Google. Please make sure you understand the answers and use your own language to answer those questions. Directly copy and paste does not count. Due Wed (March 24) before class.

1. What are the three Rs for successful online marketing campaigns in Google AdWords and what are they?

2. What are the three major levels in Google AdWords account? How are they different?

3. What is Google Search Network and who are their partners? What is Google Content Network?

4. What are the two types of AdWords campaigns and what are their pricing models?

5. How was AdRank was calculated?

6. What are the different methods of conducting AdWords optimization?

7. What are the five steps in choosing the right keywords for Google AdWords?

8. What are broad match, phrase match, exact match, and negative match in keyword matching?

9. What are the tricks in writing successful ad text?

10. What do you do when your keywords are labeled inactive?

11. How can you optimize ads to boost performance and quality score?

12. What are the different ways to tracking your offline campaigns?
Homework 6. Data Analysis and Report Writing (50 Points)

In this homework, you are going to work on an intercept survey report for the Office of Tourism Analysis in the College of Charleston. The Office will produce a report like this every year for the Charleston Convention and Visitor Bureau; if you work for any Destination Marketing Organization, you will be more likely to work on a report like this.

Two files were given: one is a half-finished report; the other is the Excel Sheet with all the data. The part you need to finish in the report is highlighted in yellow.

You mostly need to use is Pivot Table, Histogram and Graph functions in Excel. You need to calculate those values, finish the Conclusion and Executive Summary, and submit the finished report to WebCT. The final report should be industrial quality: nicely formatted with filled information, ready to deliver to the Director of the Charleston Convention and Visitors Bureau.

The homework is due April 2, 2010. Enjoy and email me with any questions (bingpan@gmail.com).
Online Marketing Challenge Project
http://www.google.com/onlinechallenge/

Each team should have 3 or 4 students (maximum is 5);
Each team will work with a real business to market their web site online;
Each team will get $200 from Google to market their product;
Each team will run Google AdWords for three consecutive weeks;
Each team will propose a business to promote, submit a pre-campaign strategy, project progress report, and produce a post-campaign summary;
Each student needs to submit the individual contributions of team members;
Each student will get 200 points (20%) of class grade from this project;
Each team will also submit the Strategy and Summary to Google to compete globally.

The global winners and their professor will receive a trip to the Google Headquarters in Mountain View, California to meet with the team that developed AdWords. Regional winners and their professor will receive a trip to their local Google office. In addition, the global and regional winners will likely receive media attention for themselves and their institutions;

More information will come soon…

<table>
<thead>
<tr>
<th>Break Up</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Campaign Strategy</td>
<td>50</td>
</tr>
<tr>
<td>Mid-Project Progress Report</td>
<td>50</td>
</tr>
<tr>
<td>Post-Campaign Summary</td>
<td>50</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>50</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
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</tbody>
</table>

* The final grade will be weighted on individual contributions.

### Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 12th</td>
<td>Divide Teams, Pick Captain</td>
</tr>
<tr>
<td>Feb 19th</td>
<td>Student Meet business and deliver signed letter of agreement to professor</td>
</tr>
<tr>
<td>March 19th</td>
<td>Pre-Campaign Strategy Due</td>
</tr>
<tr>
<td>March 22th</td>
<td>Upload Pre-Campaign to Google and Campaign Start</td>
</tr>
<tr>
<td>April 5th</td>
<td>Mid-Project report due</td>
</tr>
<tr>
<td>April 9th</td>
<td>Campaign Ends</td>
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<tr>
<td>April 19th</td>
<td>Post-Campaign Summary Due</td>
</tr>
<tr>
<td>April 23nd - April 26th</td>
<td>Presentations on the project and Upload Post-Campaign to Google</td>
</tr>
</tbody>
</table>
Letter to Businesses

Due Feb 19th, 2010 2PM or in class on that day

Teams must deliver the ‘Letter to Businesses’ to prospective clients. This important part of the process makes the business aware of the nature of the Challenge and what they can expect by agreeing to take part. All the business must do is to verbally agree that they will allow the students to promote their site using Google AdWords. If the business contact does not speak English, student teams must communicate the content of the letter effectively enough for the business to understand.

Remember: student teams should think of themselves as consultants, and the business as the client. Make sure the business understands everything that will happen and how you will follow up with them once the campaign has completed.

You do NOT have to upload anything: you can either: 1) Deliver the signed letter to business attached with a name card of that contact person in the business; 2) Ask the business to fax it to 001-843-953-5697; 3) scan the letter and upload it in webCT under this assignment by Feb 19th.
Mid-Project Report

In this report, you need to look at the campaign you have been running for two weeks and produce a short report. This is a good exercise and a shorter version for the final report, so you may want to put in much thought in doing it. First, you need to grant bingpan@gmail.com access to your AdWords account, so he can check on the progress; then you need to write a minimum two-page report (can be double-spaced) about the following:

1. Key results for two weeks. Make sure you set up the campaign statistics dates correctly (March 23, 2010 – April 6, 2010) for those two weeks, and then report the overall campaign performance as well as performance for each ad group. How many clicks and impressions did you get? How much is the CTR? How much money did you spend in total? On average, how much did you spend on each click (CPC)? What is the average cost per keyword? It is better to produce a table with all the metrics related to each ad group and the overall campaign.

2. What were the major changes you made during these two weeks? What led to these changes? How did these changes affect your campaign?

3. Discuss those most effective keywords and least effective keywords;

4. What can you do in the next two weeks to improve the campaign, in terms of those metrics?

5. What can you do in the next two weeks so you can improve the way the team can work together?

The report is due 2PM, April 9, 2010.
Final Summary and Presentation

Post-Campaign Summary (50 points total, maximum eight pages submitted in English)

The Post-Campaign Summary has three components, an Executive Summary (5 points), Industry Component (20 points) and Learning Component (15 points). The assessment also includes Communication and Readability (10 points), and relevant use of Tables, Figures and Charts (10 points).

Executive Summary (5 points, one page)

You should develop the Executive Summary after you generate all other content, as it summarizes and will overlap with your content in the Industry Component. This stand alone document should be the first page though and provides your client with a project snapshot and highlights four key factors:

1. Campaign Overview – a basic review of the project by introducing the campaign goals and operational details.
2. Key results – discuss the overall campaign performance as well as the performance of each ad group. Specifically, you will want to reference each group as well as the overall campaign. This section should provide a brief overview of the key metrics.
3. Conclusion – a clear synthesis of the content of the report and key items. This is your chance to tie together the entire package and focus the client’s attention on the most important project aspects.
4. Future Online Marketing Recommendations – simple, actionable and well-justified advice on what your client should do in the future with respect to online marketing.

Industry Component (15 points, maximum four pages)
This is the team’s chance to share the results with their client and expand upon the Executive Summary. The ideal approach is to write the Industry Component first and then summarize this content for the Executive Summary. As a rule, you would include most if not all of your Charts, Tables and Figures in your Industry Component and cover the following areas:

1. Introduction – Overview the Industry Component section and introduce its core content.
2. Campaign overview:
   • Review the major campaign goals (strategic goals as well as metrics: CTR, CPC, and Impressions, etc.) set prior to the project and discuss your general strategies for approaching each goal.
   • Operational details (campaign dates, money spent, ad groups used). Review the basic schedule and cost structure you followed, your methods for monitoring the account, etc.
3. Evolution of Your Campaign Strategy:
   • What were the major changes you made during the campaign and what led to these changes?
   • How did these changes affect your campaign?
4. Key Results – Summarize your results based on three weeks of data, such as:
   • Overall performance of the campaign and individual ad groups.
   • Discussions of performance of the initial campaign and changes in performance following your optimization efforts.
   • Discuss the keyword combinations that were effective and ineffective.
   • Highlight your success stories and make quick, but clear references to the failures you experienced.
When discussing performance, refer to the metrics such as: - Impressions- Clicks- Click Through Rate- Average Cost per Keyword- Total Cost of Campaign- Other metrics provided by the client, such as conversions

5. **Conclusions** – Synthesize the Industry Component, tie together the entire package and focus the client’s attention on the key project aspects. Take this opportunity to repack the all the information from the data section to display your practical lessons learned to the client. The goal here is to develop a great transition that summarizes the critical results and starts to link these results to the future recommendations in the next section.

6. **Future Recommendations** – Provide simple actionable and well-justified advice on what your client should do in the future with respect to online marketing.

**Learning Component** (10 points, maximum three pages)
The teams’ reflection on what they learned should cover four points:

1. **Learning objectives and outcomes** – what did the team hope to learn? How well did the team meet their learning expectations? What else did they learn? What key outcomes will the team remember? What were the expected and unexpected outcomes from participating in the Challenge?
2. **Group dynamics** – what problems did the team encounter and more importantly, how did they overcome these problems? What were some of the expected and unexpected outcomes from working as a group?
3. **Client dynamics** – what problems did they encounter and as importantly, how did they overcome these problems? What were some of the expected and unexpected outcomes from working with the client?
4. **Future recommendations** – what would they do differently in the future to improve their campaign strategy, learning experience, group dynamics and client dynamics?

**Communication and readability** (10 points)
The Post-Campaign Summary should have a logical flow, be easy to follow, use proper English and avoid grammatical mistakes.

**Charts, Tables and Figures** (10 points)
Teams should intersperse relevant charts, tables, figures to illustrate their results. In addition, teams should label and refer to the charts, tables and figures in the body of the report.

This report and your presentation slides (if you have) are due on Tuesday, April 28, 2009 before class; you should also upload it to Google by then. If you email me one day earlier, I can give you feedback so you can improve the quality and hopefully we can win some awards, possibly a trip to Google campus in San Francisco!

Also please email me individually regarding the breakdown of individual contributions of each team member to the **whole project** according to your own judgments before 10 AM April 28 (in percentage scale): for example, John, 20%, Bob, 30%, Lee 40%, Bing 10%. I will use the information to bump up those students who contributed more, and adjust to lower grades for those students who contributed significantly less. If nobody emails me the percentages of the team, everyone will get the same grade in the team.

**Final Presentation**

(50 Points)

Please dress up as professionally as possible.

1. Please ask your client to attend if possible (additional 5 points);
2. Presentations are 10 minutes in maximum length and 5 minutes of Q&As with the audience;
3. Ten points will be based on the accomplishments of the project presented and how much it satisfies the clients’ needs; ten points will be based on the content of the presentation (clear and rich slides? Is it exciting and interesting?) (20 points)
4. Thirty points will be based on the style of the presentation – slides, clarity, preparation, the presentation of all members, dress code, and Q&As (30 points)