To: Curriculum Committee
Date: November 20, 2012

This memo advises that the Department of Hospitality and Tourism Management is requesting a change of prerequisites for the course HTMT350, Hospitality and Tourism Marketing.

The only document included in this packet is the Faculty Curriculum Committee Course Form.

Thank you for your consideration of our request.
FACULTY CURRICULUM COMMITTEE
COURSE FORM

Instructions:
- Please fill out one of these forms for each course you are adding, changing, deactivating, or reactivating.
- Fill out the parts of the form specified in part B. You must do this before your request can move forward!
- Remember that your changes will not be implemented until the next catalog year at the earliest.
- If you have questions, please start by checking the instructions on the website. Please feel free to contact the committee chairs with any remaining questions you might have.

A. CONTACT/COURSE INFORMATION.

Name: Stephen W. Litvin  Phone: 953-7317  Email: LitvinS@cofc.edu

Department or Program: Hospitality & Tourism Management  School: School of Business

Subject Acronym and Course Number: HTMT350 Hospitality and Tourism Management

B. TYPE OF REQUEST. Please check all that apply, then fill out the specified parts of the form.

☐ Add a New Course (complete parts C, D, F, G, H, I, J, K)
X ☐ Change Part of an Existing Course (complete parts C, D, E, F, G, I, J, K)
☐ Course Number
☐ Course Name
☐ Course Description
☐ Credit/Contact Hours
X ☐ Restrictions (prerequisites, co-requisites, junior/senior standing, etc.)
☐ Deactivate an Existing Course (complete parts C, D, E, G, I, J, K)
☐ Reactivate a Previously-Deactivated Course (complete parts C, D, E, G, I, J, K)

C. RATIONALE AND EXPLANATION. Please describe your request and explain why you are making it.

HTMT350 is an elective course that currently requires MKTG302 as a prerequisite. ARTM majors have the option of taking either MKTG302 or ARTM370, “Marketing, Fund Raising and Grant Writing for Nonprofit Arts Organizations” as a required part of their program. A sizeable number of ARTM majors add an HTMT minor. Having reviewed ARTM370, we are comfortable that the course provides an appropriate foundation for HTMT350. This proposal requests that ARTM370 be added as a prerequisite for HTMT350, allowing students who have taken ARTM350 versus MKTG302 to enroll in HTMT350.

D. IMPACT ON EXISTING PROGRAMS AND COURSES. Please briefly describe the impact of your request on other programs and courses. If another program requires the course, you must submit their written acknowledgement with this proposal. Also, the affected program must describe any change in the number of credit hours they require. Include a list of similar courses in other departments and explain any overlap.

The impact is negligible. The students affected will be HTMT minors, required to take three upper-level HTMT electives to fulfill their minor requirement. Those that will enroll in HTMT350 with this change will simply be replacing another HTMT upper-level elective with this course instead. Given HTMT350’s additional prerequisite of HTMT210, it is unlikely ARTM majors who are not HTMT minors would add to the demand for HTMT350. Thus for the Department and the School, the change in prerequisites will have no effect upon student numbers in HTMT courses offered. It is only likely to shift a handful of students in any given semester from another elective to HTMT350.
E. EXISTING COURSE INFORMATION. If you are proposing a new course, just leave this blank. Otherwise, please fill out all fields.

Department: HTMT School: SOB Subject Acronym: HTMT Course number: 350

Credit hours: 3 lecture _ lab _ seminar _ independent study
Contact hours: 3 lecture _ lab _ seminar _ independent study

Course title: HTMT 350 Hospitality and Tourism Marketing

Course description (maximum 50 words, exactly as it appears in the catalog):

This course examines how leading hospitality and tourism enterprises apply marketing principles to create and retain customers. Special attention is given to the timing, packaging, pricing, channels of distribution, advertising and personal selling functions of destination-marketing organizations and convention and meeting facilities.

Restrictions (pre-requisites, co-requisites, majors only, etc.):
Prerequisites: Junior standing; HTMT 210, MKTG 302, ECON 200, 201.

Cross-listing, if any: None

Is this course repeatable? □ yes  X no If yes, how many total credit hours may the student earn? ____

F. NEW COURSE INFORMATION. If you are deactivating a course, leave this blank. Otherwise, please fill out all fields. For changed courses, use boldface for the information that is changing.

Department: HTMT School: SOB Subject Acronym: HTMT Course Number: 350

Credit hours: 3 lecture _ lab _ seminar _ independent study
Contact hours: 3 lecture _ lab _ seminar _ independent study

Course title: HTMT 350 Hospitality and Tourism Marketing

Course description (maximum 50 words, exactly as it appears in the catalog):

This course examines how leading hospitality and tourism enterprises apply marketing principles to create and retain customers. Special attention is given to the timing, packaging, pricing, channels of distribution, advertising and personal selling functions of destination-marketing organizations and convention and meeting facilities.

Restrictions (pre-requisites, co-requisites, majors only, etc.):
Prerequisites: Junior standing; HTMT 210; MKTG 302 or ARTM 350; or permission of instructor.

Cross-listing, if any (submit approval from relevant department):

Is this course repeatable? □ yes  X no If yes, how many total credit hours may the student earn? ____

Is there an activity, lab, or other fee associated with this course? □ yes  X no
Greenberg, Dan

From: Litvin, Stephen W
Sent: Sunday, March 17, 2013 9:00 PM
To: Greenberg, Dan
Cc: Frash, Robert Ellis
Subject: RE: HTMT proposal

Daniel,

Thanks for sending this. It would seem that we should be changing our pre-requisite to the new (?) course ARTM370. With the split of the current course, the parts that stay with ARTM350 are fund raising and grant writing, while the marketing aspects move to ARTM370. It is the marketing aspect (the course that ARTM students can take in lieu of MKTG302 [the proposal says MKTG305 in error]) that we wish to allow as an alternative prerequisite for HTMT350, allowing the ARTM students the opportunity to take HTMT350.

If the above is correct, please accept this email as confirmation of our wish to change our proposal to list "ARTM370 or permission of instructor", as alternative prerequisites to MKTG302 for HTMT350.

Thank you. And a sincere thank you for the very efficient, considerate and professional manner you have handled this request in specific and the committee in general this year.

Steve

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From: Greenberg, Dan
Sent: Friday, March 15, 2013 6:32 PM
To: Litvin, Stephen W
Subject: HTMT proposal

Dear Stephen,

Thanks for attending the Curriculum Committee meeting today. As I mentioned in the meeting, ARTM is changing the content of ARTM 350 to a certain extent, and I’d like you to confirm that the revised course is still appropriate as a prerequisite. I’ve attached a copy of their submission to this email (it includes a syllabus at the end). Please look it over and let me know if it’s still acceptable to you. If so, all I need is a quick email from you, and I’ll move your proposal along to the Senate. I’ll need it by Wednesday, March 20th, at the latest, as the Senate agenda is due the next day.

Thanks for your patience with this process. I realize it’s an extra step, but I think it’s better to catch these issues sooner rather than later, and you’re the only one who’s in a position to make this determination.

Regards,

Dan Greenberg
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Daniel Greenberg, PhD
Assistant Professor, Department of Psychology
College of Charleston
Office location: 57 Coming St., Rm. 203
Mailing address: 66 George St., Charleston, SC 29424
Email: greenbergdl@cofc.edu
Note: All fees require approval from the Board of Trustees.

If this is a newly-created course, is it intended to be the equivalent of an existing course? □ yes  X no (NA)
If so, which course? ____________  Note: You must deactivate the course by submitting an additional Course Form.

G. COSTS. List all of the new costs or cost savings (including new faculty/staff requests, library, equipment, etc.) associated with your request.

As discussed in Question D, there are no costs associated with this change. One section of the course has been offered and will continue to be offered both fall and spring semesters.

H. STUDENT LEARNING OUTCOMES AND ASSESSMENT.

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Assessment Method and Performance Expected</th>
</tr>
</thead>
<tbody>
<tr>
<td>What will students know and be able to do when they complete the course?</td>
<td>How will each outcome be measured? Who will be assessed, when, and how often? How well should students be able to do on the assessment?</td>
</tr>
<tr>
<td>1.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
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<tr>
<td>3.</td>
<td></td>
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<tr>
<td>4.</td>
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</tr>
</tbody>
</table>

How does this course align with the student learning outcomes articulated for the major, program, or general education? What program-level outcome or outcomes does it support? Is the content or skill introduced, reinforced, or demonstrated in this course?

I. PROGRAM CHANGES. Will this course be added to the existing degree requirements or list of approved electives of a major, minor, or concentration? If so, please explain briefly and attach a Change Minor or Change Major/Program Form as appropriate.

No changes are necessary.
J. CHECKLIST.

X I have completed all relevant parts of the form.

X I have attached a cover letter that describes my request and lists all the documents I am submitting.

☐ (For new courses only) I have attached a syllabus.

☐ (For courses used in any way by other departments, including cross-listing) I have attached an acknowledgement from the relevant department.

☐ (For courses intended to fulfill a Gen Ed requirement) I have submitted the proposal to the Gen Ed committee.

K. APPROVAL AND SIGNATURES.

1. Signature of Department Chair or Program Director:

   [Signature]
   Date: 1/18/13

2. Signature of Academic Dean:

   [Signature]
   Date: 2/19/13

3. Signature of Provost:

   [Signature]
   Date: 3/7/13

4. Signature of Curriculum Committee Chair:

   [Signature]
   Date: 3/15/13

5. Signature of Faculty Senate Secretary:

   [Signature]
   Date: ________________

Date Approved by Faculty Senate: ______________________
HTMT 350.001 – Spring 2013
Hospitality & Tourism Marketing
Education Center #101, MWF 2–2:50pm

Instructor:  
Dr. Stephen W. Litvin  
Office: Tate Center #310  
Telephone office: 953-7317; home: 388-0443  
e-mail: litvins@cofc.edu  
http://www.cofc.edu/~baecon/stevenlitvin.htm

Office hours:  
Monday 3:00pm – 4:30pm  
Wednesday 3:00pm – 4:30pm  
Thursday 10:00am – noon

Course prerequisites: HTMT210 and MKTG302; Jr. Standing

Course objectives: This course examines how leading hospitality and tourism enterprises apply marketing principles to create and retain customers. Special attention is given to the timing, packaging, pricing, channels of distribution, advertising and personal selling functions of destination-marketing organizations and convention and meeting facilities (from catalogue).

Learning methods: Students will be expected to be active participants in their learning. The course will encompass lectures, but will rely heavily upon class discussion with a strong emphasis upon the use of case studies. Students will be expected to complete a series of short written assignments and a semester project. There will be one mid-term test and a final examination.

Consistent with the learning objectives of the School of Business and Economics, this course will encourage and enhance the student’s:

• Effective Communications: Students will write professional documents that are technically correct and concise applying relevant HTM industry specific knowledge.
• Ethical Awareness: Students will recognize and be able to appraise ethical dilemmas involved in HTM business decisions
• Global Awareness: Through case studies, students will be exposed to HTM marketing issues across a range of nations and cultures.
• Problem Solving Ability: Through case studies, students will demonstrate critical thinking skills in identifying and evaluating problems and opportunities in the HTM business environment and apply analytical techniques to formulate solutions utilizing relevant discipline specific knowledge.

Required text: Marketing Leadership in Hospitality, 4th edition, Shoemaker, Lewis & Yesawich. In addition, various readings and case studies will be provided to support the text.

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 aids during exams when not authorized to do so, collaborating with others for take-home exams, using someone else’s idea’s 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.
HTMT350 – Spring 2013, Litvin

<table>
<thead>
<tr>
<th>Grade Allocation:</th>
<th>Grades:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progress test #1</td>
<td>A</td>
</tr>
<tr>
<td>25</td>
<td>94-100</td>
</tr>
<tr>
<td>Final exam</td>
<td>A-</td>
</tr>
<tr>
<td>30</td>
<td>90-93</td>
</tr>
<tr>
<td>Case studies and assignments</td>
<td>B+</td>
</tr>
<tr>
<td>20</td>
<td>87-89</td>
</tr>
<tr>
<td>Semester project</td>
<td>B</td>
</tr>
<tr>
<td>20</td>
<td>83-86</td>
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<tr>
<td>Participation</td>
<td>B-</td>
</tr>
<tr>
<td>5</td>
<td>80-82</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>C</strong>+</td>
</tr>
<tr>
<td>100</td>
<td>77-79</td>
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<td></td>
<td><strong>C</strong></td>
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<td>73-76</td>
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<td>70-72</td>
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<td><strong>D</strong>+</td>
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<td>67-69</td>
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<td><strong>D</strong></td>
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<td>60-66</td>
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</table>

**Class attendance and participation:** The course has no specified attendance policy. However, attendance is expected and students are responsible for all content and assignments for each class. Class participation is important. 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.

Please find a partner in the class to share notes in the event you miss a class. Lecture notes are not posted on-line. A good partner is important to keep you current in the event you must miss a class.

**Other readings, etc.:** To support the required reading of the text, which is expected to be completed prior to each class session, 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.

**Case study write-ups and other assignments:** During the semester we will be exploring numerous topics through the use of case studies and short assignments. These will require short write-ups on your part that will facilitate class discussion. I expect that there will likely be six of these assigned, but the number is subject to change as the semester progresses. I will always give you at least a week’s notice to provide ample time to read and analyze the case and prepare your short paper. Assignment papers must be submitted in class (or prior if you will not be in attendance). Late submissions will not be accepted.

**Progress test:** If you miss the mid-term 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.

**Semester project:** You will complete a semester project. Details will be provided during the semester.

If there is a student in this class who has a documented disability and has been approved to receive accommodations through SNAP Services, please feel free to come and discuss this with me during my office hours.
Course Outline

I expect the course to be presented as follows. Please note that additional chapters, outside readings, etc. may be assigned as the semester progresses.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Chapters in text / date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course introduction</td>
<td>Intro, 1, 5, 4</td>
</tr>
<tr>
<td>Marketing services</td>
<td>2, 3</td>
</tr>
<tr>
<td>Understanding competition</td>
<td>10</td>
</tr>
<tr>
<td>Servicescape, Reading (ER#1) Zeithaml and Bitner</td>
<td></td>
</tr>
<tr>
<td>Understanding individual customers, HTM consumer behavior</td>
<td>7</td>
</tr>
<tr>
<td><strong>Progress Test</strong></td>
<td><strong>February 20</strong></td>
</tr>
<tr>
<td>Hospitality pricing</td>
<td>14</td>
</tr>
<tr>
<td>Differentiation, segmentation, positioning, branding for HTM</td>
<td>10, 12, 13</td>
</tr>
<tr>
<td>Advertising for HTM services</td>
<td>15</td>
</tr>
<tr>
<td>Hospitality distribution systems</td>
<td>18, 19</td>
</tr>
<tr>
<td><strong>Semester project due</strong></td>
<td><strong>April 24</strong></td>
</tr>
<tr>
<td><strong>Final exam</strong></td>
<td><strong>Mon. Apr 29 12-2pm</strong></td>
</tr>
</tbody>
</table>
Research Seminar: 3 credit hours in a capstone research seminar (normally taken in the senior year, which requires writing a substantial paper).

HIST 410  Research Seminar in U.S. History (3) PR: One course in pre-modern history and one course in modern history from the list of approved courses satisfying the general education history requirement (see http://advising.cofc.edu/general-edu); Junior or senior standing; permission from the instructor and the department chair.

HIST 420  Research Seminar in Low Country History (3) PR: One course in pre-modern history and one course in modern history from the list of approved courses satisfying the general education history requirement (see http://advising.cofc.edu/general-edu); Junior or senior standing; permission from the instructor and the department chair.

HIST 441  Research Seminar in Modern European History (3) PR: One course in pre-modern history and one course in modern history from the list of approved courses satisfying the general education history requirement (see http://advising.cofc.edu/general-edu); Junior or senior standing; permission from the instructor and the department chair.

HIST 461  Research Seminar in Modern Asia, Africa, or Latin America (3) PR: One course in pre-modern history and one course in modern history from the list of approved courses satisfying the general education history requirement (see ).

HIST 470  Research Seminar in Premodern History (3) PR: One course in pre-modern history and one course in modern history from the list of approved courses satisfying the general education history requirement (see http://advising.cofc.edu/general-edu); Junior or senior standing; permission from the instructor and the department chair.

Notes:

* All majors must have passed at least one 200-level course before taking a 300-level course.
* All majors must have passed at least one 300-level course before taking a 400-level course.
* All majors must have taken at least two related (one 200-level and one 300-level) courses before seeking permission to take a capstone research seminar, senior paper or bachelor's essay. Exceptional students and qualified students who have a particular research interest that cannot be addressed in research seminars being offered may, if authorized by the department, satisfy the requirement by completing HIST 498 Senior Paper.

History Teacher Education Program (Grades 9-12)

Students interested in teacher certification in social studies must complete the history major, the additional coursework required for social studies certification and the secondary education cognate major requirements. See the School of Education, Health and Human Performance section of this catalog for a listing of the requirements for the additional certification coursework and the secondary education cognate major. Students should apply for acceptance to this program no later than the second semester of their sophomore year. Requirements for this include admission to and successful completion of the approved teacher education program. Students must successfully complete all requirements for certification in secondary education.

When declaring teacher certification in social studies through the Program of Study Management System (POSM), students must first select "Declare or Add a Major" and then "Secondary Education Cognate" from the major list. Once this selection is made, a second menu box will appear with a list of the associated majors. Select the history major and follow the on-screen instructions.

**Hospitality and Tourism Management Major Requirements**

Degree: Bachelor of Science

Credit Hours: 60+

"PR" indicates a pre-requisite. "CO" indicates a co-requisite.

Courses within this major may also satisfy general education requirements. Please consult http://advising.cofc.edu/general-edu for more information.

**Required Courses**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 203</td>
<td>Financial Accounting</td>
<td>(3) PR: Sophomore standing</td>
</tr>
<tr>
<td>ACCT 204</td>
<td>Managerial Accounting</td>
<td>(3) PR: Sophomore standing; ACCT 203</td>
</tr>
<tr>
<td>BLAW 205</td>
<td>Legal Environment of Business</td>
<td>(3) PR: Sophomore standing</td>
</tr>
<tr>
<td>DSCI 232</td>
<td>Business Statistics</td>
<td>(3) PR: MATH 104 or 250</td>
</tr>
<tr>
<td>DSCI 320</td>
<td>Management Information Systems</td>
<td>(3) PR ACCT 203,204, DSCI 232, MATH 104/250; junior standing</td>
</tr>
</tbody>
</table>
ECON 200  Principles of Microeconomics (3) PR: None
ECON 201  Principles of Macroeconomics (3) PR: ECON 200
FINC 303  Business Finance (3) PR: ACCT 203, 204, ECON 200, 201, MATH 104/250; junior standing
HTMT 210  Principles & Practices in Hospitality & Tourism (3) PR: None
HTMT 352  Service Operations Manager (3) PR: HTMT 210; junior standing
HTMT 444  Hospitality Management Internship (3) PR: Senior standing; declared major in HTMT or instructor permission
HTMT 488  Strategic Hospitality and Tourism Management (3) PR: ACCT 203, 204, DSCI 232, ECON 200, 201, MGMT 301, MKTG 302; senior standing
MATH 104  Introductory Statistics (3) PR: MATH 101 or placement
OR
MATH 250  Statistical Methods I (3) PR: Either MATH 111, MATH 120 or instructor permission
MATH 105  Calculus for Business and the Social Sciences (3) PR: MATH 101 or placement
OR
MATH 120  Introductory Calculus (4) PR: Placement or MATH 111
MGMT 301  Management and Organizational Behavior (3) PR: junior standing
MKTG 302  Marketing Concepts (3) PR: ECON 200, 201; junior standing

At least 12 credit hours to be chosen from the following courses:

HTMT 350  Hospitality and Tourism Marketing (3) PR: HTMT 210, MKTG 302, ECON 200, 201; junior standing
HTMT 351  Hotel Management (3) PR: HTMT 210; junior standing
HTMT 353  Hospitality Sales and Negotiations (3) PR: HTMT 350 or MKTG 302; junior standing
HTMT 354  Hospitality and Tourism Technology (3) PR: Junior standing
HTMT 360  Special Topics in Hospitality & Tourism (1-3) PR: Junior standing; other pre-requisites depending on topics
HTMT 361  Meeting and Conventions Management (3) PR: HTMT 210, ACCT 203; junior standing
HTMT 362  Events Management (3) PR: HTMT 210, ACCT 203; junior standing
HTMT 370  Foodservice Operations Analysis (3) PR: HTMT 210; junior standing
HTMT 399  Tutorial (3; repeatable up to 12) PR: Tutor and department chair permission; junior standing
HTMT 420  Independent Study (3) PR: Junior standing; written agreement with instructor and chair
HTMT 499  Bachelor's Essay (6) PR: Senior standing
MGMT 307*  Human Resource Management (3) PR: MGMT 301; junior standing
MGMT 308*  Managing Diversity (3) PR: Junior standing
REAL 310*  Principles of Real Estate (3) PR: Junior standing

Note: *Only one of these courses can be used as an upper-level elective.

Notes:
- The School of Business has the following admission standard: You must complete the following courses with a minimum grade of "C-": ECON 200, 201, MATH 104 or 250, 105 or 120, DSCI 232. *Note: ACCT 203 and 204 are not required for ECON majors but are pre-requisites for FINC 303 which is a pre-requisite for all 300 level finance courses.
- The business and accounting programs offered by the School of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB).

International Business Major Requirements

Degree: Bachelor of Science
Credit Hours: 51+

"PR" indicates a pre-requisite. "CO" indicates a co-requisite.

Courses within this major may also satisfy general education requirements. Please consult http://advising.cofc.edu/general-edu for more information.

Required Courses

ACCT 203  Financial Accounting (3) PR: Sophomore standing
ACCT 204  Managerial Accounting (3) PR: Sophomore standing, ACCT 203