

HOA - 746 - Contemporary Marketing Practices in Hospitality

2 Graduate Course Create 2022-23

I. Course Information

The faculty member originating this proposal is to complete sections I,II, III and IV.

Before starting this form, please review graduate curriculum website on policies and processes: <https://www.unlv.edu/graduatecollege/curriculum>

FILL IN ALL FIELDS. You will not be able to launch/submit the proposal without completing the required fields.

Department:*

Hotel Administration Programs (GRAD USE ONLY)

Prefix:*

HOA

Number:* 746

Is the creation of a new Prefix being requested?*

Yes No

Suggested New Prefix:

Long Course Name:* Contemporary Marketing Practices in Hospitality

Short Course Name (25 characters, can be abbreviated):* Contemp Marketing Hosp

Explanation for Course Creation:*

The College of Hospitality submitted a curriculum revision, which was approved in Spring 2021 by the College and Graduate College. This is one of the new core courses that will be taught in this revised curriculum starting Fall 2022 term. The hospitality graduate faculty last spring approved the course description, pre-requisites, and learning objectives for each of the new core courses as outlined in the attached general syllabus. Detailed information, such as grading, assignments, and textbooks, will be determined by the graduate faculty member scheduled to teach the course. A meeting will be held late Fall 2021 with the identified faculty members scheduled to teach to finalize these details.

Differential fees

Yes No

required for this course? * YES NO

If yes, please explain:

Creating the Catalog Description:

avoid the use of the words *student*, *course*, and *covers*.

incomplete sentences are ok.

avoid repeating the course title.

use of an active voice, e.g. explores, investigates,...

50 words max.

Catalog Description
50 words limit (read guidelines above): *

Investigates marketing strategies in Hospitality with emphasis on customer value. Explores the creation of value, communication of brand key benefits in traditional and digital marketing landscapes, and competition in the marketplace.

Is this course a culminating experience? * Yes No

If Yes, to which programs?

First term and year you intend to offer this course: *

Fall 2022

Service-Learning designation

Information about Service-Learning is available [here](#). Faculty can visit the [faculty Service-Learning page](#) as well as the [UNLV Guide for Service Learning](#) for additional information.

Are you adding a Service-Learning designation to this course? * Yes No

II. Catalog Information

Will this be an experimental (x) course? * Yes No

Has this course number been used previously as an Experimental (X) course? * Yes No

If yes, X-Course
Prefix:

X-Course Number:

X-Course maximum offering

X Courses can only be offered a maximum of two times and within a two year limit after approval.

How many times will
this x-course be
offered? 1
 2

Program Changes Needed?

If program changes are needed as a result of this course creation, **a separate program change proposal must be submitted.**

Please describe below your plan for program changes related to this proposal.

QUESTIONS? contact gradcurriculum@unlv.edu

**Program(s)
impacted by this
new course:***

The revised HOA curriculum that was approved in Spring 2021 term by the Graduate College requires this course. It is one of the core courses.

**Detail the changes
to the program
catalog entry
required due to the
creation of this
course:***

This step was completed in Spring 2021 term. We are just submitting the course proposal now.

CROSS-LISTING OR COMBINING COURSES

300- or 400-level courses may be cross-listed with 500-level courses; 400-level courses may also be cross-listed to 600-level courses. Courses that are at the 700 level and above may not be cross-listed with undergraduate courses.

**Select one of the
options:***

- Same As = e.g. Undergraduate: same content and same career (UG/UG). Graduate: Same/similar course content and same career (Grad/Grad)
- Cross-listing = Cross-listed courses contain the same or similar content and may be in different programs (e.g. WMST 621 & SOC 621) or different careers (e.g. BIOL 467 & BIOL 667 or PSC 722 & PHIL 728)
- Not Cross-Listed or Same As

**List cross-listing
courses (or type
"none"):***

NA

CROSS-LISTING RATIONALE

Please answer the following questions in the "rationale" field below:

What aspect of graduate preparation is met via this course that goes beyond the undergraduate program?

What common aspects are offered in the cross-listings and what grad level pieces are not?

What would be beneficial in offering the cross-listed courses from a graduate education perspective?

**Cross-listing
Rationale:**

Credits

**Fixed/Variable
Credits:*** Fixed Variable

If fixed, enter number of credits. If variable, enter minimum and maximum credits (E.g., 1-3).

Number of Credits: 2

Course Repeatability

**Can students repeat
this course?*** Yes
 No

**If yes, insert
maximum credits
students can earn
(blank=unlimited):**

Grading

Grading System* Letter Grade
 S/U
 S/F (will count towards GPA)
 S/X/F for Thesis/Dissertation

**The passing grade
for courses is
assumed as B-
unless stated
otherwise. Please
indicate a different
passing grade for
this course if
applicable:**

Special Topics Courses

Is this a Special Topics course? Yes No

List the topic(s):

Are topics repeatable? Yes No

If yes, list the credit limit for each topic:

Requisites (if any)

Graduate standing is the default prerequisite for all graduate-level courses.

Prerequisites: Admission to the Master's in Hotel Administration (HOA) program.

Corequisites - course(s) that must be taken concurrently:

Does this course have any non-credit components? Yes No

- If yes, indicate component(s):**
- Clinical
 - Discussion
 - Field Studies
 - Independent Study
 - Internship
 - Laboratory
 - Lecture
 - Practicum
 - Research
 - Seminar
 - Supervision
 - Thesis Research
 - Dissertation Research

Indicate the instructional modes that should be available for scheduling:*

- In Person Supplemental Web
- Field Study
- Hybrid
- Independent Study
- Web-based
- Web-based w/ on/off campus meeting
- Other

If other instructional mode, please describe and explain:

III. Evaluation of Library Resources

A. This section is completed by the faculty member originating this proposal—indicate library resources that will be needed to support this course.

Will this course creation require changes to library resources?*

- Yes No

Please indicate library resources that will be needed to support students taking this course:

- Core journals
- Core books (not required texts)
- Electronic resources (e.g., databases, videos, media, etc.)
- New Option

Critically needed journals for this subject area:

Core books needed:

Electronic Resources:

B. This section is completed by the librarian.

Level of support the Library can provide:

Library Comments:

IV. Syllabus

Syllabus

An accessible syllabus in Word or PDF format must accompany this form.

Graduate syllabi must meet the minimum criteria as required by the Provost's office (See Semester Memo under Executive Vice President and Provost Policies and Forms <https://www.unlv.edu/policies/current-policies>).

Cross-listed / Combined courses have only one syllabus that includes all the information for all courses being cross-listed/combined.



Graduate courses that are linked to undergraduate courses (300/500 and 400/600 level joint courses) must clearly state in the syllabus how the class experience and expectations are different for graduate students, what additional requirements students enrolled in the graduate level course must fulfill, and how the grading scale will be applied to graduate students.


Please attach an accessible syllabus by navigating to the "attach a file" icon at the right of this form.

Files Attached: * Accessible Syllabus

READY TO SUBMIT?

After completing the form, please follow these steps:

1. Finish the launch of your proposal by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right.
2. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.
3. Please note that it is your responsibility as the proposer to see that the proposal is reviewed and receives all necessary approvals. Please be encouraged to reach out to reviewers on each step, if necessary.
4. You can check the status of the proposal by clicking on the workflow status icon  to verify that the proposal has gone to the next step.


The workflow status icon  will also show you the current step of the proposal at any given time, and who are the reviewers at that step.


QUESTIONS? contact gradcurriculum@unlv.edu

V. Department Vote Information

Note: This section is to be filled out by the Department Chair on behalf of the department committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify gradcurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information in the fields below, along with the approval.
3. Then approve/reject by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.

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If there were any modifications to the proposal, please enter them in the comments box below:

Comments: The new core courses were approved in Spring 2021 term when the entire revised curriculum was approved by the graduate faculty in Hospitality. The Hospitality Graduate Curriculum committee voted to approve (4-yes / 0-no) and the hospitality graduate faculty voted to approve (15-yes / 11-no). Votes were completed in mid-February 2021.

Date faculty voted on proposal: 2/12/2021


Result of vote (Number of yes/no/abstention votes): 15-yes / 11-no


Manner of vote (online, in-person, etc.): Qualtrics Survey

VI. College Vote Information

Note: This section is to be filled out by the Academic Associate Dean on behalf of the college/school committee.

(The role has been assigned to the corresponding person on this step. If incorrect, please notify gradcurriculum@unlv.edu)

1. Review the proposal. Discuss and make appropriate revisions.
2. Fill in vote information in the fields below, along with the approval.
3. Then approve/reject by clicking the decisions icon  located to the right of the form. This will display a new decision/approval field on the top right. Click on "approve", add an optional comment if necessary, and then click on the "Make My Decision" button at the bottom to move the proposal forward to the next step. You will see a notification indicating that the proposal has moved forward. You will not be able to edit after moving the proposal forward.

The workflow status icon  will also show you the current step of the proposal at any given time, and who are the reviewers at that step.

Date faculty voted on proposal: 2/21/2021

Result of vote (Number of yes/no/abstention votes): 15-yes / 11-no

Manner of vote (online, in-person, etc.): Qualtrics Survey

VII. Graduate College and Registrar Use Only

PS Processing Notes:

PS Processing Date:

Initials:

Aalog Processing Notes:

Aalog Processing Date:

Initials:

Comments for HOA - 746 - Contemporary Marketing Practices in Hospitality

Curriculog	11/18/2021 10:07 am Reply
Graduate Curriculum has approved this proposal on Grad Curriculum Implementation / Follow Up.	
Curriculog	11/18/2021 9:34 am Reply
Emily Lin has approved this proposal on Graduate College Dean.	
Curriculog	11/17/2021 1:53 pm Reply
Graduate Curriculum has approved this proposal on Graduate Course Review Committee.	
Curriculog	11/17/2021 11:39 am Reply
James Navalta has approved this proposal on behalf of Graduate Course Review Committee. See Graduate Course Review Committee 11-10-2021 for more information.	
Curriculog	10/8/2021 4:04 pm Reply
Tony Henthorne has approved this proposal on School/College Associate Dean/ Dean.	
Curriculog	10/8/2021 3:56 pm Reply
Ozgun Ozdemir has approved this proposal on School/College Committee.	
Curriculog	10/8/2021 3:53 pm Reply
Hospitality Dean has approved this proposal on Department Chair.	
Curriculog	10/8/2021 10:51 am Reply
Rhonda McElroy has approved this proposal on Graduate Coordinator.	
Graduate Curriculum	10/8/2021 10:43 am Reply
- please note course number was adjusted to available 746 - if further adjustments are needed please contact gradcurriculum@unlv.edu	
Curriculog	10/8/2021 10:43 am Reply
Graduate Curriculum has approved this proposal on Technical Review.	

Curriculog10/6/2021 4:27 pm [Reply](#)

Rhonda McElroy has approved this proposal on Originator.

Graduate Curriculum10/5/2021 9:20 am [Reply](#)

- Please choose a different course number, to differentiate from HOA 742 - Customer Development Strategies for the Casino and Gaming Industry
- Please review suggestive revised course name. If satisfactory, no action needs to be taken regarding the name, simply approve the proposal once again. Otherwise please re-edit and approve with comments.
- Please review suggestive revised description. If satisfactory, no action needs to be taken regarding description, simply approve the proposal once again. Otherwise please re-edit and approve with comments.
- Please review syllabus regarding the following:

REQUIRED TEXT, READINGS, AND INSTRUCTIONAL RESOURCES

Include required text(s), recommended text(s), additional readings, and instructional resources (i.e. clickers or Top Hat).

COURSE GRADING SCALE

Describe grading scale (point or percentage scale).

GRADING POLICIES

Attendance, late submission, incomplete policies.

COURSE SCHEDULE

List a sample schedule by week including topics/assignments, readings, and exam and assignment due dates.

Curriculog10/5/2021 9:20 am [Reply](#)

Graduate Curriculum has rejected this proposal on Technical Review.

Curriculog9/30/2021 9:33 am [Reply](#)

Rhonda McElroy has approved this proposal on Originator.

Curriculog9/30/2021 9:13 am [Reply](#)

Rhonda McElroy has launched this proposal.