



GRANDVIEW HIGH SCHOOL
HOSPITALITY & TOURISM MARKETING
COURSE SYLLABUS (TRIMESTER)



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Course Description: Students study marketing with an emphasis on the Travel & Tourism industry. Topics include marketing concepts related to travel and tourism, major segments of the industry, domestic and global travel and tourism market, travel and tourism products and services, emerging technologies, and career development. The co-curricular organization DECA is an opportunity for students interested in challenging their newly acquired business skills. This organization offers many benefits and exciting activities for marketing students, including competitions, awards, scholarships, job opportunities, and travel. *Participation in DECA is available and encouraged.

My Personal Goal: To create an enthusiastic environment in which to encourage you to study, experiment, share ideas, and stretch your own creative limits. I believe structure in defining problems and completing the stages of developing your ideas is absolutely necessary in your design education. Spontaneity and the freedom to explore your own approach to designing is also important. Project specifications and deadlines are not negotiable. However creative experimentation will be encouraged according to your personal goals for this class and your current individual education and skill level.

Participation is of the utmost importance in this class. You have chosen a goal and deadline-oriented field. Please take personal responsibility for attending and working during all class hours. Teamwork is a part of each project and your eager and earnest involvement is requested. Thank you.

Materials: You are financially responsible for any textbooks and materials checked out to you. Each student is also responsible to purchase a composition notebook for taking notes and entering daily entry task work and your GHS binder. This is a marketing course so each student is encouraged to join the DECA program.

At the end of the course the student is expected to:

- Be aware of career opportunities in travel and tourism marketing
- Identify domestic and international travel and tourism considerations
- Analyze the influences that economic, demographic, social, political, geographic, and psychological factors have had on the travel and tourism industry
- Forecast trends that affect the marketing mix
- Develop personality traits important to positive working relationships in business
- Understand the economic impact of the travel and tourism industry
- Investigate major segments of the industry including airline, lodging, food/beverage, ground transportation, and cruise/resort
- Describe the concept of destination marketing
- Understand the process of developing and coordinating a promotional program
- Describe major travel/tourism attractions on each continent
- Identify cross-cultural communication skills
- Investigate computer technology applications in travel and tourism
- Explore traditional and emerging market niches in the travel and tourism field
- Demonstrate customer service and sales skills in travel and tourism

Grades: Grading will be awarded on the standard Grandview Scale, based on the percentage of points you have earned for the semester. Grades are based on the following criteria:

Daily Work / Quizzes	You will be expected to turn in regular assignments, complete and on-time.
Projects / Tests	You will demonstrate your achievements through a project or test at the end of each major unit.
Final Project	You will prepare and present a comprehensive final project that will allow you to demonstrate all of the skills you will have learned in this course.
Participation / Employability	This is a skills-based business class, and you will not be successful unless you come to class and complete the work. Part of your score will be based on employability and participation. You will earn your employability and participation points each day for: <ul style="list-style-type: none"> ▪ Being in class on time ▪ Participating in class discussions and activities ▪ Having books open and materials ready when the bell rings ▪ Effectively using class time to complete the course work ▪ Working with others to help them succeed in this class ▪ Following directions ▪ Complying with classroom expectations
Leadership	You will earn your leadership grade by performing leadership activities. You will be responsible for completing the Leadership Points form and turning it in at the end of the semester. A total of 100 points per semester is required.

Leadership Hours:

An integral part of this course is leadership. Your grade will include leadership points. You will have a choice of a variety of activities, both DECA and non-DECA related, to earn leadership points. These activities increase your understanding of the business world. Be sure to watch your calendars for designated leadership activities!

Classroom Policies:**Attendance:**

Daily attendance is essential if you are to receive the most educational benefit from this class. Attendance in this class is important, as it is on the job. Regular attendance in the business world is a large measure of the employee. It is in this class as well.

Tardy Policy: Punctuality is a behavior that is extremely important to the learning process and a real-life skill required by all future employers. Therefore Mrs. Charvet has developed a tardy policy and ladder that reflects this philosophy.

Tardy Consequences:

Please see Grandview High School Student Handbook / Planner.

Classroom Disciplinary Actions:

1. WARNING
2. WARNING WITH HALLWAY REFLECTION
3. 20 MINUTE AFTER SCHOOL DETENTION
4. TEACHER PARENT CONTACT
5. DISCIPLINE REFERRAL

Grading Scale:

Point Value	Letter Grade	High Percentage	Low Percentage
4.00	A	100.00	93.00
3.70	A-	92.99	90.00
3.30	B+	89.99	87.00
3.00	B	86.99	83.00
2.70	B-	82.99	80.00
2.30	C+	79.99	77.00
2.00	C	76.99	73.00
1.70	C-	72.99	70.00
1.30	D+	69.99	67.00
1.00	D	66.99	60.00
0.70	F	59.99	57.00
0.30	F	56.99	53.00
0.00	F	52.99	

Grading Policy:

- Student attendance, effort, attitude and other behaviors will be reported separately from achievement.
- In the case of academic dishonesty student will be referred to the office to receive their consequence. Student will also be given the opportunity to take the test over or receive a zero.
- Students have a right to make up work missed due to absences.
- Grades will be based on the achievement towards district course/grade level standards. Therefore, the grades will be organized and recorded by standard.

Computer Use: You will be responsible for adhering to all District, School, Department, and Classroom computer usage guidelines. Failure to follow those guidelines may result in the loss of your computer privileges for the remainder of the semester.

Mrs. Charvet's Classroom Standards

Grandview students are expected to conduct themselves in a manner that promotes a proper learning environment and reflects positively on themselves, their classmates, teachers, family and community. Each Grandview student automatically becomes a citizen of our school, both receiving privileges and accepting responsibilities, including:

Be Prompt & Prepared	Be ready to learn when class begins. Have materials with you and be aware of due dates.	Be Polite & Positive Participant	Be attentive.
Be Professional	Treat all members of the school community with politeness and respect.	Be Productive	Turn in work on time and always do your best.
Be a Problem a Solver!!			

Caveat

This is a general syllabus and cannot possibly detail the entire scope of the curriculum. Due to the nature of daily school activities and the dynamics of specific classes, the order and scope of the class may vary.