TSTD 6296 COURSE SYLLABUS
SPRING 2015

General Course Information

TSTD 6296: Tourism Information Management Systems
Duques 254, Mondays: 7-10-9 40PM

Instructor: Stuart Levy, PhD
Office: Fuinger Hall 310
Office Hours: Tuesdays 10AM-12Noon: By Appointment
Phone: (202) 994-1706
E-mail: slevy@gwu.edu

Course Description and Objectives

This course is designed for students to learn and apply current digital marketing techniques. The group projects ensure that students will apply course content with a tourism perspective.

After completing this course, students should be able to:

- Be familiar with digital marketing practices and trends
- Launch paid search and social media campaigns
- Understand search engine optimization, email marketing, and web analytics techniques
- Build upon workplace skills (e.g., presentation, teamwork) through active learning exercises

Required and Suggested Readings

Required Readings:
Certified Hospitality Digital Marketer (CHDM) Study Guide
Harvard Case Study Packet

Additional course material will be provided via blackboard, handouts, on library reserves, or through internet links.
Course Schedule

This course includes lectures, projects, guest speakers, student presentations and reports. The following is a schedule of course progression for your reference in planning for assignments and discussion. It is expected that the material referred to below will be covered during or approximately on the dates indicated; however, I may make discretionary changes to the syllabus and to the schedule when necessary in order to meet course objectives. Students are expected to read and be prepared to discuss the material assigned for the date indicated, which will be posted on Blackboard. Homework assignments may be assigned for specific classes, and should be submitted at the beginning of class or before class on Blackboard, as instructed.

Jan 12 Course Introduction / The Digital Landscape
Jan 26 Digital Marketing Strategy / Project Review
Feb 2 Online Advertising
Feb 9 Social Media
Feb 23 User Experience (Website and Mobile Design)
March 2 Search Engine Optimization
March 16 Email and Location-Based Marketing
Submit Pre-Campaign Reports / Group Presentations
March 23 Public Relations
March 30 Travel Distribution
April 6 Special Topics
April 13 Exam
April 20 Tourism/Hospitality Information Management Systems
April 27 Group Presentations
April 29 Group Presentations

Class Policies

Participation Standards
Your active involvement during class discussions and activities is a key factor in making your overall learning experience a success. Therefore, you will be expected to participate. The following will determine your grade in the participation grade component: quality participation in class discussions as well as prompt attendance. Negative participation (e.g., chatting, personal computing/texting during class, late arrivals and early departures) will also affect your participation grade.

Expected class behavior and etiquette:
1. Be in class on time.
2. Stay in class the entire period outside of breaks, unless it is an emergency.
3. Turn off ALL electronics (e.g., laptop, cell phone) unless indicated.
4. Be well prepared for class, and be prepared to participate.
5. Sit in assigned seats.
6. While beverages are permitted, no food will be allowed in the classroom during the class session.
7. No chatting during the class period.
Attendance Policies
You are expected to attend every class, with attendance taken at the beginning of class. You are allowed to miss one class (not including your exam and any presentation dates, which are required attendance) during the semester with no penalty assessed to your participation grade. Absences from additional classes will be assessed a two percentage point deduction from your final grade for each class missed. No makeup assignments for absences will be given.

Assignment Policies
Course work must be handed in on the assignment due date by the beginning of class. Presentations must be delivered on the date assigned. Group project details will be reviewed in class.

Communication Policies
I will periodically send emails to you via Blackboard. Please be sure to check the email account which receives blackboard messages on a daily basis.

Other Policies
All examinations, papers and other graded work products and assignments are to be completed in conformance with The George Washington University Code of Academic Integrity. The Code is printed in the Schedule of Classes and can be found on the GW website at http://www.gwu.edu/~ntegrity/code.html. Also, if weather conditions may affect the University class schedule, please call (202) 994-5050 to find out whether classes or cancelled. Alternatively, go to the Campus Advisories link on the homepage of the GW website.

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<thead>
<tr>
<th>Grading</th>
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<tbody>
<tr>
<td>Participation</td>
<td>20%</td>
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<tr>
<td>Journal Entries</td>
<td>20%</td>
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<tr>
<td>Group Projects</td>
<td></td>
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<tr>
<td>AdWords Reports</td>
<td>15%</td>
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<tr>
<td>Google+ Reports</td>
<td>10%</td>
</tr>
<tr>
<td>Pre-Campaign Presentation</td>
<td>5%</td>
</tr>
<tr>
<td>Post-Campaign Presentation</td>
<td>5%</td>
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<tr>
<td>Exam</td>
<td>25%</td>
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All exams and assignments will be awarded a letter grade consistent with the following:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>100-92</td>
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<tr>
<td>A-</td>
<td>91-90</td>
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<tr>
<td>B+</td>
<td>89-88</td>
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<tr>
<td>B</td>
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<tr>
<td>C-</td>
<td>71-70</td>
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<td>F</td>
<td>below 70</td>
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Classroom Emergency Preparedness and Response Information

To Report an Emergency or Suspicious Activity
Call the University Police Department at 202-994-6111 (Foggy Bottom) or 202-242-6111 (Mount Vernon). If the line is unavailable or you are calling from another University location, dial 911.

Shelter in Place – General Guidance
Although it is unlikely that we will ever need to shelter in place, it is helpful to know what to do just in case. No matter where you are on campus, the basic steps of shelter in place will generally remain the same:

- If you are inside, stay where you are unless the building you are in is affected. If it is affected, you should evacuate. If you are outdoors, proceed into the closest GW building or follow instructions from emergency personnel on scene.
- Shelter-in-place in an interior room, above ground level, and with the fewest windows. If sheltering in a room with windows, keep away from the windows. If there is a large group of people inside a particular building, several rooms maybe necessary.
- Shut and lock all windows (locking will form a tighter seal) and close exterior doors.
- Turn off air conditioner, heaters, and fans. Close vents to ventilation systems as you are able. (Facilities staff will turn off ventilation systems as quickly as possible).
- Make a list of the people with you and call the list in to UPD so they know where you are sheltering.
- Visit GW Campus Advisories for incident updates [http://campusadvisories.gwu.edu](http://campusadvisories.gwu.edu) or call the GW Information Line 202-994-5050. If possible, turn on a radio or television and listen for further instructions. If your e-mail address or mobile device is registered with Alert DC, check for alert notifications.
- Make yourself comfortable and look after one other. You will get word as soon as it is safe to come out.

Evacuation
An evacuation will be considered if the building we are in is affected or we must move to a location of greater safety. We will always evacuate if the fire alarm sounds. In the event of an evacuation, please gather your personal belongings quickly (purse, keys, cell phone, GWCard, etc.) and proceed to the nearest exit. Do not use the elevator.

Once we have evacuated the building, proceed to our primary rendezvous location (lobby of Duques Hall). In the event that this location is unavailable, we will meet in the lobby of Lerner Health and Wellness Center.

Alert DC
Alert DC provides free notification by e-mail or text message during an emergency. Visit GW Campus Advisories for a link and instructions on how to sign up for alerts pertaining to GW. If you receive an Alert DC notification during class, please share the information immediately.

GW Alert
GW Alert provides popup notification to desktop and laptop computers during an emergency. In the event that we receive an alert to the computer in our classroom, we will follow the instructions given. You are also encouraged to download this application to your personal computer. Visit GW Campus Advisories to learn how.

Additional Information
Additional information about emergency preparedness and response at GW as well as the University’s operating status can be found on GW Campus Advisories [http://campusadvisories.gwu.edu](http://campusadvisories.gwu.edu) or by calling the GW Information Line at 202-994-5050.