CALIFORNIA STATE UNIVERSITY, CHICO
College of Communication and Education
Department of Recreation and Parks Management

LEISURE SERVICES PROMOTION
RECR 422 (3 Units) – Sections 1, 2
Spring 2010
YOLO 224
M W noon – 1:50 PM

Dr. Sarah Richardson
Office: YOLO 182
Phone: 898-6652
Email: srichardson@csuchico.edu

Office Hours
Tuesdays 10 to 12:30 pm and 2 to 4:30 pm

Please contact me ONLY through my Outlook email, NOT through Vista.
On subject line put: RECR 422 – YOUR NAME – Subject
e.g. RECR 422–Jane Smith–question about assignment 1

Course Description

Leisure service professionals are operating in an increasingly competitive environment. Therefore, strategic marketing and promotions are essential functions of their work. This course has been designed to prepare you, the future leisure service professional, to succeed in this increasingly competitive market. The goals of this course are: (1) for you to develop a comprehensive understanding of marketing and promoting leisure services that can be applied to a wide range of settings, ranging from resorts to natural resource areas, (2) for you to learn the steps involved with developing an effective promotions plan and (3) for you to develop important technical skills for creating effective promotional materials.

To accomplish these goals, RECR 422 has two important, interrelated components: a “concepts” (lecture) component and a “techniques” (lab) component. Through the concepts component of the class you will be introduced to the basics of marketing and promotions. In the techniques part of the class you will learn computer software that will allow you to apply lecture concepts to the development of effective promotional materials. By participating fully in RECR 422 you will:

1. Understand the role of marketing and promotions in effective leisure service delivery (COA 8.22)

2. Recognize tasks associated with marketing and the development of a cohesive promotions mix to communicate effectively about leisure services (COA 8.14.04; 8.22).

3. Be able to apply concepts learned to the development of effective promotional materials for a leisure service (COA 8.14.04).

5. Complete a professional, electronic portfolio that will allow you to display your conceptual and technical competence in marketing and promotions to prospective employers (COA 8.14.04).

**Required Readings**


Additional readings will be available through the class Vista site. Please refer to the class calendar. It is expected that all required readings (those posted on day they are due) will be completed prior to class.

**Course Teaching Methods**

The material in RECR 422 will be addressed through a combination of methods: lectures, lab assignments, class discussions, peer assistance, guest speakers, student presentations, quizzes and tests, and the development of a professional quality promotions plan and portfolio. To be successful in this class you MUST complete all assigned readings and homework assignments prior to coming to class, and you must be prepared to actively discuss concepts and ideas presented in the assignments. Failure to do so will compromise your own learning and performance, and the overall quality of the class for participants.

RECR 422 makes extensive use of Vista to support student learning and information sharing. Please check the Vista course site regularly for updates and information, and to download important information about the course.

**Course Evaluation and Grading**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Breakdown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quizzes (COA 8.22)</td>
<td>20%</td>
<td>4@ 5 points each</td>
</tr>
<tr>
<td>Promotion Plan Assignments</td>
<td>30%</td>
<td>Product Description (10)</td>
</tr>
<tr>
<td>Target Markets (5)</td>
<td></td>
<td>Promotions Budget and Plan (10)</td>
</tr>
<tr>
<td>Promotion Evaluation Plan (5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technical Assignments</td>
<td>20%</td>
<td>Logo (5)</td>
</tr>
<tr>
<td>News release/letterhead (5)</td>
<td></td>
<td>Rack card or postcard (5)</td>
</tr>
<tr>
<td>Web site (5)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Final Promotions Portfolio (COA 8.14.04; 8.22)</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>Final Presentation</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Peer Assistance/Attendance/Homework</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>
Grading Approach

Final course grades will be assigned on the following basis:

- 93.5+ = A
- 90-93.5 = A-
- 87.5-89.9 = B+
- 83.5-87.4 = B
- 80-83.4 = B-
- 77.5-79.9 = C+
- 73.5-77.4 = C
- 70-73.4 = C-
- 67.5-69.9 = D+
- 63.5-67.4 = D
- 60-63.4 = D-
- Less than 60 = F

Class Absences, Late Assignment, and Make-Up Exams

Students who fail to come to class will have their grade impacted by missing opportunities to learn material that will be important to success on tests, assignments, and the real-life of leisure services delivery. If you are not here you can not do class assignments, there is simply no way to make them up. RECR 422 is an extremely fast-paced class that focuses on experiential learning. If you are not in class, you can not experience the activities designed to facilitate your learning. So please be present.

Late assignments will not be accepted and make-up quizzes or exams will not be offered. The only exception to this will be for officially documented absences, such as severe illness. In these cases, official medical documentation (e.g. letter from doctor) is required. Being on a field trip for another class is not an excuse for not handing in any assignment at the due time and date. If you are going to be away because of a university fieldtrip you must hand homework in ahead of time, or have a friend turn it in for you. If you miss a quiz due to a university sanctioned activity, you must provide a written letter from the professor in charge of the activity with the date, times, and purposes of the activity clearly stated. In these cases an alternate assignment may be required.

All assignments must be submitted according to the instructions provided for each. Incomplete assignments will receive an automatic grade of zero. No assignment will be accepted after assignments are due. No “make-up” opportunities will be offered. Therefore, please be sure you turn in quality work the first time!
Writing

This class is about marketing and promotions which is about the ways ideas and images are presented that generate favorable feelings about products and services. In promotions, attention to detail can often make the difference between successful communication and communication that leaves a bad impression. Accordingly, in this class, grading of all written work submitted on paper or online will be based on: (1) the content of the assignment (i.e. the ideas you present) and (2) the quality of your writing (writing that is free of typographical, grammatical, and spelling errors and that clearly conveys the content).

Academic Honesty

It is expected that each student will complete his or her own work in this class and will not engage in any form, whatsoever, of academic dishonesty. According to CSUC policies, academic dishonesty generally:

“is taking credit for work which is not your own or attempting to receive credit or improve a grade through fraudulent or deceptive means. Examples include taking information from or providing information to another student, plagiarism, or altering a grade or record”.

CSUC policy states implications of cases of academic dishonesty: “If a student is thought to be cheating and charges are brought, the process can result in severe consequences, ranging from failure in an individual course to long-term suspension from the university and denial of a degree”. If there is anything about academic (dis)honesty that is unclear to you, please see me. It will not be tolerated in this class.

Drops and Adds

Students who wish to drop the course are responsible for seeing that drop cards are processed in a timely manner. Drops should be completed as early in the semester as possible. Students who fail to drop the course, therefore remaining on the roll sheet, and who do not complete the course requirements will receive a grade of “F”.

The second Friday of the semester is the LAST day to add/drop this class without the permission of the Instructor and Department Chair and through the portal. After this date you will need to gain signatures from faculty and must use the COP process.

The fourth Friday of the semester is the Census Date. No adding or dropping of classes, or changing of the grade option is allowed beyond this date without a “serious and compelling reason” (CSUC Catalog) approved by the instructor, department chair, and dean of the college.

NOTE ABOUT INCOMPLETES: Incompletes will NOT be given in this class. If you do not finish your work by the final exam date, you will be given an “F” in the class.
Communication

Please see me if you feel you are falling behind, or want to discuss anything associated with our field or our course. Good communication is essential to the success of this course and those associated with it!

If you have any special needs (e.g. learning disability, voice, hearing, vision, mobility) that may require special accommodations, please let me know. We can coordinate with offices on campus to enhance your learning experience.

Food for Thought…..

Ability is what you're capable of. Motivation determines what you do. Attitude determines how well you do it.
- Lou Holtz

Whether you think you can or whether you think you can't, you're right.
- Henry Ford

Creativity is a type of learning process where the teacher and pupil are located in the same individual.
- Arthur Koestler

It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.
- Edward de Bono

Conditions for creativity are to be puzzled; to concentrate; to accept conflict and tension; to be born everyday; to feel a sense of self.
- Erich Fromm

The world is but a canvas to the imagination.
- Henry David Thoreau

The best way to have a good idea is to have lots of ideas.
- Linus Pauling

The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end the communicator will be confronted with the old problem, of what to say and how to say it.
- Edward R. Murrow

Find and follow your “Big WOW”.
- Sarah Richardson