LEIS 2240 Leisure Management Practice II

Course Co-ordinator: Ms Patricia Johnson  
Room: GP 3-32  
Ph: 49215976  
Email: patricia.johnson@newcastle.edu.au  
Consultation hours: Fridays 2:00 – 3:00 pm - Other times by appointment

Brief Course Description

This course is available only to students enrolled in the Bachelor of Social Science (Recreation and Tourism).

The course examines marketing concepts, theories and processes as they apply to leisure behaviour and the marketing of leisure services. These principles and concepts are then applied to strategic career planning in the leisure industries.

Course Objectives

By the end of this course, students will be expected to:

1. Demonstrate an understanding of the role of marketing in the management of leisure service organisations;
2. Demonstrate an understanding of marketing principles and practices as they relate to leisure service provision;
3. Demonstrate an understanding of marketing principles and practices as they relate to strategic career planning;
4. Demonstrate an ability to use computer software relevant to marketing in leisure services;
5. Produce a report documenting competencies in relation to strategic career planning.

Unit Weighting: 10

Assumed Knowledge

LEIS1140 (Leisure Management Practice 1) provides an important foundation for this course

Course Outline Issued and Correct as at: Week 1 Semester 2 2006

CTS Download Date: July 6 2006
Course Rationale

This course contributes to achieving the program objectives for Bachelor of Social Science (Recreation and Tourism). Leisure Management Practice II contributes to the refinement of core program skills including advanced oral and written communication; critical thinking and analysis; decision-making and problem solving; and an appreciation of and ability to contribute to contemporary leisure-related debates and issues. This course also emphasises the development of core skills associated with teamwork and use of email and computer software, and addresses selected issues associated with professional practice in relation to leisure service provision. It includes a work integrated learning component that reinforces the relationship between theory and practice in leisure contexts.

Course Content

The course seeks to develop an understanding of the principles and practices of marketing as it relates to the management of leisure services and to the development of a strategically developed career in the leisure industries. Topics include:

- Distribution and promotion of leisure services
- Analysing leisure markets
- Self marking and career planning
- Marketing presentations and computer technology
- Work Integrated Learning

Teaching Methods

- Problem Based Learning
- Lecture
- Tutorial

Contact Hours

- Lecture for one hour per week for full term
- Tutorial for one hour per week for seven weeks
- Computer Lab for one hour per week for seven weeks.

Blackboard/Studentmail

This course uses Blackboard and/or studentmail to contact students, so you are advised to keep your email accounts within the quota to ensure you receive essential messages. To receive an expedited response to your queries email the course coordinator and use the course code in the subject line of your email, and/or phone or visit during published office hours. Students are advised to check their studentmail and the course Blackboard site on a weekly basis.

Callaghan Campus Timetable: Semester 2, 2006

<table>
<thead>
<tr>
<th>Activity</th>
<th>Day</th>
<th>Time</th>
<th>Room</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td>Friday</td>
<td>9:00 – 10:00</td>
<td>GP2-1</td>
<td>Weeks 1 - 14 inclusive</td>
</tr>
<tr>
<td>Tutorial</td>
<td>Friday</td>
<td>10:00 – 11:00</td>
<td>GP3-22</td>
<td>Week 1, then 9 - 14</td>
</tr>
<tr>
<td>or Computer Lab</td>
<td>Friday</td>
<td>12:00 - 13:00</td>
<td>GP3-22</td>
<td>Week 1, then 9 - 14</td>
</tr>
<tr>
<td>or</td>
<td>Friday</td>
<td>10:00 - 11:00</td>
<td>CT311</td>
<td>Weeks 2 - 8 inclusive</td>
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<tr>
<td></td>
<td></td>
<td>12:00 - 13:00</td>
<td>CT304</td>
<td>Weeks 2 - 8 inclusive</td>
</tr>
</tbody>
</table>

Assessment Items

Assessment Items will be discussed in detail in the lectures and tutorials. Further information regarding individual items will also be posted on Blackboard.
**In-Class Quiz (20%)**

Comprises a series of multiple choice questions based on material covered in lectures and set readings.

**In-Class Test (15%)**

Comprises short answer questions based on material covered in lectures and set readings.

**Individual Marketing Plan Presentations (30%)**

Marketing Plan Presentation (30%) Students are required to develop and present a strategic marketing plan for their careers using presentation software.

**Work Integrated Learning Report (35%)**

Work Integrated Learning Report (35%) Based on a student-negotiated 60 hour placement/training program, students will submit a Work Integrated Learning Report of 1500-2000 words excluding appendices. Further information will be provided to students during the first week of semester.

### Assessment Due Dates

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Weighting</th>
<th>Due Date</th>
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</thead>
<tbody>
<tr>
<td>In-Class Exam</td>
<td>20%</td>
<td>Week 10 In Lecture 22\textsuperscript{nd} September</td>
</tr>
<tr>
<td>In-Class Exam</td>
<td>15%</td>
<td>Week 11 In Lecture 29\textsuperscript{th} September</td>
</tr>
<tr>
<td>Individual Marketing Plan Presentations</td>
<td>30%</td>
<td>Weeks 11-14 In tutorial</td>
</tr>
<tr>
<td>Work Integrated Learning Report</td>
<td>35%</td>
<td>Week 13 In Lecture, 27th September</td>
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</tbody>
</table>

**Online Tutorial Registration:**

Students are required to enrol in the Lecture and a specific Tutorial time for this course via the Online Registration system:


Registrations close at the end of week 2 of semester.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture Topic</th>
<th>Tutorial Focus at Location</th>
<th>Required Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 21</td>
<td>Course and Assessment Overview</td>
<td>Student Consultation (Tutorial room)</td>
<td>None</td>
</tr>
<tr>
<td>2</td>
<td>July 28</td>
<td>The Challenges of Marketing Leisure Services</td>
<td>WIL Preparation (CT Lab)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>3</td>
<td>August 4</td>
<td>Leisure Industries: Opportunity analysis</td>
<td>SWOT Analysis (CT Lab)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>4</td>
<td>August 7</td>
<td>Understanding Leisure Consumers: Market Analysis</td>
<td>WIL Consultation (By Appointment)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>5</td>
<td>August 11</td>
<td>The Leisure Business Environment: Competitor Analysis</td>
<td>Powerpoint (CT Lab)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>6</td>
<td>August 25</td>
<td>The Marketing Mix and Leisure Services: Product</td>
<td>Powerpoint (CT Lab)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>7</td>
<td>September 1</td>
<td>The Marketing Mix and Leisure Services: Price</td>
<td>Powerpoint (CT Lab)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>8</td>
<td>September 8</td>
<td>The Marketing Mix and Leisure Services: Place</td>
<td>Marketing Yourself (CT Lab)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>9</td>
<td>September 15</td>
<td>The Marketing Mix and Leisure Services: Promotion</td>
<td>Exam Preparation (Tutorial Room)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>10</td>
<td>September 22</td>
<td>In-Class Quiz Lecture – Topical Issues in Leisure Marketing</td>
<td>WIL Consultation (Tutorial room)</td>
<td>TBA</td>
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<td>See Blackboard</td>
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<tr>
<td>11</td>
<td>September 29</td>
<td>In-Class Test</td>
<td>Student Presentations</td>
<td>None</td>
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<td><strong>Mid-Semester Recess: Monday 2 October – Friday 14 October</strong></td>
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<td>12</td>
<td>October 20</td>
<td>Leisure Marketing: Case Studies</td>
<td>Student Presentations</td>
<td>None</td>
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<tr>
<td>13</td>
<td>October 27</td>
<td>Leisure Marketing: Case Studies</td>
<td>Student Presentations</td>
<td>None</td>
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<tr>
<td>14</td>
<td>November 3</td>
<td>Course Review and Preparing for 2007</td>
<td>Student Presentations</td>
<td>None</td>
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<td><strong>Examination period: Monday 6 November – Friday 24 November</strong></td>
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School of Humanities and Social Science
Assignments

Students are required to submit assessment items by the due date. Late assignments will be subject to the penalties described below.

Late Assignment Penalties. Students are required to submit assessment items by the due date. Assessment items submitted after the due date will be subject to a penalty of 10% per day or part day that the item is late unless the student has submitted an Application for an Extension of time by the due date and the application has been approved by the course coordinator. Weekends count as one day in determining the penalty. Assessment items submitted more than ten days after the due date will be awarded zero marks.

Submitting Assignments. Assignments are to be handed to the course coordinator in class. Any changes to this procedure will be announced during the semester. Assignments are to be submitted with the appropriate cover sheet, no later than 4:00 pm on the due date.

Written Assessment Items

Students may be required to provide written assessment items in electronic form as well as hard copy.

Extension of Time for Assessment Items, Deferred Assessment and Special Consideration for Assessment Items or Formal Written Examinations

Students are required to submit assessment items by the due date, as advised in the Course Outline, unless the Course Coordinator approves an extension of time for submission of the item. University policy is that an assessment item submitted after the due date, without an approved extension, will be penalised. Students wishing to apply for Special Consideration or Extension of Time should obtain the appropriate form from the Student Hubs.
http://www.newcastle.edu.au/study/forms/index.html

Any student:

1. who is applying for an extension of time for submission of an assessment item on the basis of medical, compassionate, hardship/trauma or unavoidable commitment; or

2. whose attendance at or performance in an assessment item or formal written examination has been or will be affected by medical, compassionate, hardship/trauma or unavoidable commitment;

must report the circumstances, with supporting documentation, to the appropriate officer on the prescribed form.

Please go to the Policy and the on-line form for further information, particularly for information on the options available to you, at:

Students should be aware of the following important deadlines:

- **Requests for Special Consideration** must be lodged no later than 3 working days after the date of submission or examination.

- **Requests for Extensions of Time on Assessment Items** must be lodged no later than the due date of the item.

- **Requests for Rescheduling Exams** must be lodged no later than 5 working days before the date of the examination.

Your application may not be accepted if it is received after the deadline. Students who are unable to meet the above deadlines due to extenuating circumstances should speak to their Program Officer in the first instance.

Hard copy submission:

- **Type your assignments**: All work must be typewritten in 11 or 12 point black font. Leave a wide margin for marker's comments, use 1.5 or double spacing, and include page numbers.
• **Word length:** The word limit of all assessment items should be strictly followed – 10% above or below is acceptable, otherwise penalties may apply.

• **Proof read your work** because spelling, grammatical and referencing mistakes will be penalised.

• **Staple the pages** of your assignment together (do not use pins or paper clips).

• **University coversheet:** All assignments must be submitted with the University coversheet: [http://www.newcastle.edu.au/school/hss/studentguide/index.html](http://www.newcastle.edu.au/school/hss/studentguide/index.html)

• **Do not fax or email assignments:** Only hard copies of assignments will be considered for assessment. Inability to physically submit a hard copy of an assignment by the deadline due to other commitments or distance from campus is an unacceptable excuse. Assignments mailed to Schools are accepted from the date posted.

• **Keep a copy of all assignments:** All students must date stamp their own assignments using the machine provided. Mailed assignments to schools are date-stamped upon receipt. However, it is the student’s responsibility to produce a copy of their work if the assignment goes astray after submission. Students are advised to keep updated back-ups in hard copy and on disk.

**Online copy submission to Turnitin**

In addition to hard copy submission, students are required to submit an electronic version of the following assignments to Turnitin via the course Blackboard website:

• **WIL Report**

Prior to final submission, all students have the opportunity to submit one draft of their assignment to Turnitin to self-check their referencing. Assignments will not be marked until both hard copy and online versions have been submitted. Marks may be deducted for late submission of either version.

**Remarks**

Students can request to have their work re-marked by the Course Coordinator or Discipline Convenor (or their delegate); three outcomes are possible: the same grade, a lower grade, or a higher grade being awarded. Students may also appeal against their final result for a course. Please consult the University policy at:


**No Assignment Re-submission**

Students who have failed an assignment are not permitted to revise and resubmit it in this course. However, students are always welcome to contact their Tutor, Lecturer or Course Coordinator to make a consultation time to receive individual feedback on their assignments.

**Return of Assignments**

Students can collect assignments from a nominated Student Hubs during office hours. Students will be informed during class which Hubs to go to and the earliest date assignments will be available for collection. Students must present their student identification card to collect their assignment.

**Preferred Referencing Style**

In this course, it is recommended that you use the Harvard in-text referencing system (similar to the APA system) for referencing sources of information used in assignments. Inadequate or incorrect reference to the work of others may be viewed as plagiarism and result in reduced marks or failure.

An in-text citation names the author of the source, gives the date of publication, and for a direct quote includes a page number, in parentheses. At the end of the paper, a list of references provides publication information about the source; the list is alphabetised by authors' last names (or by titles for works without authors). Further information on referencing and general study skills can be obtained from:


**Plagiarism**

University policy prohibits students plagiarising any material under any circumstances. A student plagiarises if he or she presents the thoughts or works of another as one’s own. Without limiting the generality of this definition, it may include:
· copying or paraphrasing material from any source without due acknowledgment;
· using another's ideas without due acknowledgment;
· working with others without permission and presenting the resulting work as though it was completed independently.

Plagiarism is not only related to written works, but also to material such as data, images, music, formulae, websites and computer programs.
Aiding another student to plagiarise is also a violation of the Plagiarism Policy and may invoke a penalty.
For further information on the University policy on plagiarism, please refer to the Policy on Student Academic Integrity at the following link - http://www.newcastle.edu.au/policy/academic/general/academic_integrity_policy_new.pdf

The University has established a software plagiarism detection system called Turnitin. When you submit assessment items please be aware that for the purpose of assessing any assessment item the University may -
· Reproduce this assessment item and provide a copy to another member of the University; and/or
· Communicate a copy of this assessment item to a plagiarism checking service (which may then retain a copy of the item on its database for the purpose of future plagiarism checking).
· Submit the assessment item to other forms of plagiarism checking

Changing your Enrolment
The last dates to withdraw without financial or academic penalty (called the HECS Census Dates) are:
For semester 2 courses: 31 August 2006
Students may withdraw from a course without academic penalty on or before the last day of semester and prior to the commencement of the formal exam period. Any withdrawal from a course after the last day of semester will result in a fail grade.
Students cannot enrol in a new course after the second week of semester/trimester, except under exceptional circumstances. Any application to add a course after the second week of semester/trimester must be on the appropriate form, and should be discussed with the Student Enquiry Centre.
To change your enrolment online, please refer to http://www.newcastle.edu.au/study/enrolment/changingenrolment.html

Contact Details – Faculty Student Service Offices

The Faculty of Education and Arts
Room: GP1-22 (General Purpose Building)
Phone: 02 4921 5314

The Faculty of Business and Law
Room: SRS130 (Social Sciences Building)
Phone: 02 4921 5983

The Dean of Students
Dr Jennifer Archer
Phone: 02 4921 5806
Fax: 02 4921 7151

Various services are offered by the University Student Support Unit: http://www.newcastle.edu.au/study/studentsupport/index.html

Student Representatives
We are very interested in your feedback and suggestions for improvement. Student Representatives are the channel of communication between students and the School Board. Contact details of Student Representatives can be found on the School website.
Student Communication
Students should discuss any course related matters with their Tutor, Lecturer, or Course Coordinator in the first instance and then the relevant Discipline or Program Convenor. If this proves unsatisfactory, they should then contact the Head of School if required. Contact details can be found on the School website.

Essential Online Information for Students
Information on Class and Exam Timetables, Tutorial Online Registration, Learning Support, Campus Maps, Careers information, Counselling, the Health Service and a range of free Student Support Services can be found at:


<table>
<thead>
<tr>
<th>Grading guide</th>
<th>Fail (FF)</th>
<th>Pass (P)</th>
<th>Credit (C)</th>
<th>Distinction (D)</th>
<th>High Distinction (HD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>49% or less</td>
<td>An unacceptable effort, including non-completion. The student has not understood the basic principles of the subject matter and/or has been unable to express their understanding in a comprehensible way. Deficient in terms of answering the question, research, referencing and correct presentation (spelling, grammar etc). May include extensive plagiarism.</td>
<td>The work demonstrates a reasonable attempt to answer the question, shows some grasp of the basic principles of the subject matter and a basic knowledge of the required readings, is comprehensible, accurate and adequately referenced.</td>
<td>The work demonstrates a clear understanding of the question, a capacity to integrate research into the discussion, and a critical appreciation of a range of different theoretical perspectives. A deficiency in any of the above may be compensated by evidence of independent thought. The work is coherent and accurate.</td>
<td>Evidence of substantial additional reading and/or research, and evidence of the ability to generalise from the theoretical content to develop an argument in an informed and original manner. The work is well organised, clearly expressed and shows a capacity for critical analysis.</td>
<td>All of the above, plus a thorough understanding of the subject matter based on substantial additional reading and/or research. The work shows a high level of independent thought, presents informed and insightful discussion of the topic, particularly the theoretical issues involved, and demonstrates a well-developed capacity for critical analysis.</td>
</tr>
</tbody>
</table>