

Subject: GAM 440 – 1001, Casino Marketing

Class Time: M & W: 4:00pm – 5:15pm (WRI – C225)

Office Hours: Office hours: M & W: 11:45am – 2:15pm (appointment recommended)

Course Texts

- Lucas, A.F. & Kilby, J. (2008). *Principles of Casino Marketing*. San Diego: Gamma.
- Lucas, A.F. & Kilby, J. (2013). *Casino Management & Marketing Case Studies*. San Diego: Gamma.

Learning Objectives:

- Identify the primary forms of casino marketing activity in both slots and table games
- Define the basic structure and aims of a slot club
- Examine the database marketing process within the casino industry
- Explain the structure, mechanics, and recommended practices related to match play offers and dead chip programs
- Describe the process that underlies discounting table game losses, along with a review of existing practices and recommended program structures
- Examine the credit granting process and casino hosting function
- Identify the roles and contributions of non-gaming amenities
- Examine the primary forms of direct mail offers and promotions within casinos catering to a clientele characterized by frequent visitation
- Explain the premise, structure, and advantages of a marketing plan for a hotel/casino property
- Demonstrate a structured response to casino marketing case studies

Grading

The course grade will be determined from the following criteria:

Participation/Attendance/Homework/Quiz	10%
Midterm Exam	20%
Lottery, Casino Restaurant Operations, & Slot Floor Layout Cases*	45%
Final Exam	25%

*Details on the case study response template and group assignments will be posted on WebCampus/Blackboard Learn.

Participation and Attendance

Students are expected to attend class and participate in the discussions, as everyone benefits from the positive contribution of others. However, student conduct in the modern classroom has become an issue. *As a result of this trend, students can lose points for disruptive behavior (e.g., repeated incidents of non-participatory talking during class lectures).* If classes are missed, students are responsible for obtaining any materials distributed during their absence. This is not an online class.

All students will start each class session with 50 points. Points will be lost for failure to participate, non-participatory participation and disruptive behavior, as previously described. When the instructor calls on a student for an answer to a question in the lecture slides or the assigned homework problems, the student needs to demonstrate that he/she prepared for the class. Failure to do so will result in a loss of points.

Attendance will also be taken. Points will be deducted from a separate total for missed classes. That is, the attendance point total is separate from the previously described participation point structure/total.

If classes are missed, students are responsible for obtaining any materials distributed during their absence. This is not an online class.

Exam Grade

These exams will cover material from the text. A midterm and final exam will be administered. **Please bring a number 2 pencil, scantron form, and calculator to all exams.**

Case Studies

The case studies will be posted on WebCampus. The outline to be used in the analysis of the case studies will also be posted on WebCampus. Groups will be formed in class to jointly respond to each assigned case. When creating your group response, just follow the template. The same template is used to grade the cases. Each group will turn-in a single case study analysis for each assigned case. There is no page-length requirement.

Recommendations: (1) Use the categories listed in the case study response template as headings in your response to the case. (2) Write succinctly. Avoid rambling passages. Clarity is king in business writing. (3) Proofread and edit your response. For most groups, multiple drafts of your final response will be required to achieve a document that clearly communicates your thoughts. Most groups ignore this reality, as it takes effort to proofread and edit your response.

This course is offered in a professional college. Make sure you submit a professional document. Staple all submissions comprised of multiple pages.

All Assignments

Unless otherwise instructed, submit paper copies of all assignments in class, on or before the due date. If you are unable to comply with this requirement, you may submit a paper copy of an assignment to my physical mailbox in BEH (see Hotel Management Dept. Office for further direction). This alternative option should not be used as the primary means of compliance. Further, students are required to inform the instructor of the need to submit materials outside of the classroom (i.e., to my BEH mailbox). Please DO NOT e-mail me your assignments. Only distance students are permitted to submit assignments via email. See Late Work section for point penalties.

WebCampus Announcements

Students must check WebCampus for announcements each week. Invariably, necessary adjustments related to course material and/or exam dates occur throughout the semester. WebCampus offers a convenient way to manage these changes. This communication link is especially crucial when a class meets only one day a week.

Grades (% of possible)

A	93+	C+	77 – 79.9
A-	90 – 92.9	C	73 – 76.9
B+	87 – 89.9	C-	70 – 72.9

B	83 – 86.9	D+	67 – 69.9
B-	80 – 82.9	D	60 – 66.9
		F	Below 60

Late Work

Any work turned-in past the due date will lose 10 points per late day (one letter grade for each late day). In the business world you will be expected to work as a team player. Part of that responsibility is meeting deadlines. Due dates should not be taken lightly or considered as negotiable. Form habits as a student that will help you as a professional.

Missed Work

A student missing a class/assignment due to the observance of a religious holiday shall have the opportunity to make up missed work. These students must notify the professor of anticipated absences by the last day of late registration. Due to the hectic nature of a new semester, I will extend this deadline an extra week.

Students representing UNLV at any official extracurricular activity shall have the opportunity to make up assignments, but the student must provide official written notification to the professor no less than one week prior to the missed class(es).

Access Issues

Students must be able to access WebCampus. You must be officially registered for the course to access WebCampus.

Tentative Course Outline

Class Session	Readings to be Discussed/Topics	Assignments Due
1/23	Introductions; Syllabus; Diag. Exam	
1/28	<ul style="list-style-type: none"> • Text: Ch. 1 	
1/30	<ul style="list-style-type: none"> • Text: Ch. 1 • Form Groups 	<ul style="list-style-type: none"> • Ch. 1 HW questions
2/4	<ul style="list-style-type: none"> • Text: Ch. 2 	
2/6	<ul style="list-style-type: none"> • Text: Ch. 2 • Mini case: Halloween 	<ul style="list-style-type: none"> • Ch. 2 HW questions Mini case: Halloween - questions

2/11	<ul style="list-style-type: none"> • Text: Ch. 3 	
2/13	<ul style="list-style-type: none"> • Text: Ch. 3 	<ul style="list-style-type: none"> • Ch. 3 HW questions
2/18	<ul style="list-style-type: none"> • No class: Presidents' Day 	
2/20	<ul style="list-style-type: none"> • Direct Mail Exercise 	
2/25	<ul style="list-style-type: none"> • Text: Ch. 4 	
2/27	<ul style="list-style-type: none"> • Text: Ch. 4 	<ul style="list-style-type: none"> • Ch. 4 HW questions
3/4	<ul style="list-style-type: none"> • Casino Restaurants Case 	<ul style="list-style-type: none"> • Casino Restaurants Case Analysis
3/6	<ul style="list-style-type: none"> • Text: Ch. 5 	
3/11	<ul style="list-style-type: none"> • Text: Ch. 5 • Midterm Topics Review 	<ul style="list-style-type: none"> • Ch. 5 HW questions
3/13	<ul style="list-style-type: none"> • Midterm 	
3/18	<ul style="list-style-type: none"> • Text: Ch. 6 • Post-Exam Review (optional) 	
3/20	<ul style="list-style-type: none"> • Text: Ch. 6 	<ul style="list-style-type: none"> • Ch. 6 HW questions
3/25	<ul style="list-style-type: none"> • No Class: Spring Break! 	
3/27	<ul style="list-style-type: none"> • No Class: Spring Break! 	
4/1	<ul style="list-style-type: none"> • Text: Ch. 7 	
4/3	<ul style="list-style-type: none"> • Text: Ch. 7 	<ul style="list-style-type: none"> • Ch. 7 HW questions
4/8	<ul style="list-style-type: none"> • Text: Ch. 8 	
4/10	<ul style="list-style-type: none"> • Text: Ch. 8 	<ul style="list-style-type: none"> • Ch. 8 HW questions
4/15	<ul style="list-style-type: none"> • Lottery Promotion Case 	<ul style="list-style-type: none"> • Lottery Promotion Case Analysis
4/17	<ul style="list-style-type: none"> • Text: Ch. 9 	
4/22	<ul style="list-style-type: none"> • Text: Ch. 9 	<ul style="list-style-type: none"> • Ch. 9 HW questions
4/24	<ul style="list-style-type: none"> • Text: Ch. 10 	
4/29	<ul style="list-style-type: none"> • Text: Ch. 10 	<ul style="list-style-type: none"> • Ch. 10 HW questions
5/1	<ul style="list-style-type: none"> • Slot Floor Layout Case 	<ul style="list-style-type: none"> • Slot Floor Layout Case Analysis
5/6	<ul style="list-style-type: none"> • TBD, guest speaker/article 	
5/8	<ul style="list-style-type: none"> • Servicescape article (Posted on WebCampus/Blackboard Learn) • Final Exam Topics Review 	

Mon. Dec. 13	Final Exam: 6:00 pm – 8:00 pm, same room	
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Syllabus dates, topics, and grading criteria are tentative and subject to change. Although I have every intention of following this course outline, my first priority is to provide the best possible learning experience. If necessary, I will alter the material/course/course requirements to that end.

UNLV POLICIES AND RESOURCES

Academic Misconduct – Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV’s function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright – The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC) – The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you.

If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy – Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that

semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor no later than the end of the first two weeks of classes, **January 29, 2016**, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Incomplete Grades - The grade of I – Incomplete – can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the grade.

Tutoring – The Academic Success Center (ASC) provides tutoring and academic assistance for all UNLV students taking UNLV courses. Students are encouraged to stop by the ASC to learn more about subjects offered, tutoring times and other academic resources. The ASC is located across from the Student Services Complex (SSC). Students may learn more about tutoring services by calling 702-895-3177 or visiting the tutoring web site at: <http://academicsuccess.unlv.edu/tutoring/>.

UNLV Writing Center – One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student’s Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>

Library Resources – Students may consult with a librarian on research needs. For this class, the subject librarian is Lateka Grays (<http://guides.library.unlv.edu/hospitality>). UNLV Libraries provides resources to support students’ access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Communication within the College

All students are encouraged to subscribe to the student listserv for the College of Hotel Administration. To subscribe, go to: <http://groups.yahoo.com/group/unlvhotelcollege> . All information relevant to the College, job opportunities, activities, clubs, scholarships, etc. will be posted on this list serve. To be informed of opportunities available to you, YOU NEED TO BE A SUBSCRIBER TO THE LISTSERVE.

Academic Advising:

Academic advising is available through the college's Student Advising Center – BEH 543.

Rebelmail – By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always [@unlv.nevada.edu](mailto:unlv.nevada.edu). Emailing within WebCampus is acceptable.

Final Examinations – The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.

University Property and Security: If caught misappropriating State property, the student will be dropped from the College. The University may also wish to press formal charges. If you purchase items used in operation, you will be reimbursed for this purchase (if you have a proper receipt). Once you have been reimbursed, those items purchased become property of the University of Nevada, Las Vegas. No reimbursement will be made without proper receipt of purchase and strict adherence to UNLV policy.

Students should not bring valuables, personal items unrelated to course activities, or book bags into the building. The University of Nevada, Las Vegas staff and/or faculty will not be held responsible for the loss of personal items or valuables.

All books, papers, notebooks, and class-related items should be kept secured during the class. If you have valuables that must be locked please let your instructors know so that you can place your items in a secured office during class hours.

Alcohol and Drug Use: Students who consume any type of alcoholic beverages, use illegal drugs during class time, or attend class intoxicated will be immediately dropped from the course and sent to the university disciplinary board with recommendation for expulsion. Please do not come to class under the influence.

Insurance: The University of Nevada System does NOT carry insurance for students working in laboratories. This includes the Hotel College kitchens, dining rooms, and lounge/bar. Each student will have to provide his/her own coverage. If you are not covered by a family policy, you should purchase student insurance from the University. Information is available from the registrar's office. Although our safety record has been good, there is always a chance that an injury could occur that results in a trip to the hospital. Should an incident such as this occur, the University will not pay for the expenses incurred; it will be the responsibility of the student.