

TCEM 309: Cruise Line Management Spring 2017: THIS IS A DRAFT and dates below may change

Meeting Times: Feb. 5, Feb. 19, March 4, March 13-18, **April 1** in PETM 161
** ALL CLASS DAYS ARE MANDATORY
Missing, coming late, or leaving early from a session will cost you a letter grade – no exceptions.

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Required Text: Selling the Sea: An Inside Look at the Cruise Industry, 2nd ed. Dickinson, Bob, Vladimir, Andy (2008)

COURSE DESCRIPTION

This course is designed to understand the cruise line industry as a unique tourism product. The class will focus on the history, diversity and sustainability of cruise. Additionally, this course will be used as a field- base student experience that emphasizes a reciprocal relationship between the course content and the cruise community. Classroom discussion, reflective exercises, and assignments will expose students to the growing concerns of balancing the economic benefits of cruise tourism and the industry impact on the environment.

COURSE OBJECTIVES

- Examine cruise line history, products and career opportunities.
- Explore the typical organizational structure of cruise lines.
- Identify the diversity of cruise products and destinations.
- Comprehend market segmentation and industry positioning.
- Relate variables that impact profitability of the cruise industry.
- Explain the interrelationship of the cruise industry to travel agencies.
- Gain an appreciation of ship's crew and their daily service or administrative roles
- Come to value the challenges and benefits of operating a cruise ship and its impact on ports-of-call (destinations)
- Explore how the cruise line industry affects local destinations' economy, and impacts its residents and the environment

GRADING PROCEDURE & SCALE

Homework	4-25 points each	100 points
On-board/excursion activities		50 points
Quiz		75 points
Journal Portfolio		75 points
TOTAL:		300 points

100-92%	A	71-65%	D
91-82%	B	Under 64%	F
81-72%	C		

Course Expectations

Attendance – All class lectures and meetings are mandatory. Missed class will cost you a letter grade! Be on time and ready at the class time listed in the syllabus. Arriving late or leaving early is considered absent.

Course content and materials – Students are required to read, review, and outline the entire textbook. Not all material will be covered in the classroom. The instructor may add, delete, or expand on certain course topics.

Behavior – Please remember you represent not only yourself, but IUPUI and the School of PETM. Please act responsibly.

Reminders:

- Ship to shore calling is approx. \$10-20 per minute – limit your phone contacts
- Purchase a pre-paid calling card for your cell phone
- Do not pack your passport, IDs or tickets

What to bring?

- Passport
- Formal Dinner attire
- Evening Clothes
- During class and throughout the day, shorts and casual dress is appropriate.

Academic Misconduct

IUPUI has established general guidelines concerning student academic conduct. These guidelines respect the right of every student to fully exercise their freedom to learn without interference. The university has established parameters of academic misconduct, which include, but are not limited to the following: cheating, fabrication, plagiarism, interference, violation of course rules, and facilitating academic dishonesty. Failure to adhere to these policies may be grounds for receiving a failing grade for the ENTIRE course as well as being subjected to further disciplinary action. Please refer to pages 28-29 in the IUPUI Code of Student Rights, Responsibilities, and Conduct for further clarification. This is the link for the updated online version of the student code of conduct. <http://dsa.indiana.edu/Code/index.html>

The following list of forms of academic misconduct will not be tolerated in any way in this class:

1. **Cheating**: Use of an authorized “aid” while taking a test, having another person take an exam or quiz in the place of a student, stealing an examination, using group work as an individual student’s work, unauthorized use of assistance from a lab or computer technician.

2. **Fabrication**: Falsifying data in laboratory results, inventing information for a report, falsifying citations to sources of information.
3. **Facilitating Academic Dishonesty**: Aiding another student in committing academic misconduct.
4. **Interference**: Stealing, changing, destroying, or impeding another student's work. Impeding includes stealing, defacing, or mutilating resources to deprive someone the use of resources.
5. **Plagiarism**: Using the ideas, words, or statements of another person without giving credit to that person. A student shall give credit to the works of others if the student uses another person's words, ideas, opinions, or theories or borrows facts, statistics, or other illustrative material unless the information is common knowledge.
6. **Violation of Course Rules**: A student shall follow course rules in the course syllabus when those rules are related to the course content or to the enhancement of the learning process in the course.

First time violations of the rules listed above will result in a "zero" for the assignment or exam. Subsequent violations or egregious violations may result in an "F" for the course.

Important IUPUI Policies

Administrative Withdrawal: A basic requirement of this course is that you will participate in all class meetings and conscientiously complete all required course activities and/or assignments. Keep in touch with me if you are unable to attend, participate, or complete an assignment on time. If you miss more than half of the required activities within the first 25% of the course without contacting me, you may be administratively withdrawn from this course. Example: Our course meets twice per week; thus if you miss more than four classes in the first four weeks, you may be withdrawn. Administrative withdrawal may have academic, financial, and financial aid implications. Administrative withdrawal will take place after the full refund period, and if you are administratively withdrawn from the course you will not be eligible for a tuition refund. If you have questions about the administrative withdrawal policy at any point during the semester, please contact me.

Students needing accommodations because of a disability will need to register with Adaptive Educational Services (AES) and complete the appropriate forms issued by AES before accommodations will be given. The AES office is located in Taylor Hall, UC 100. You can also reach the office by calling 274-3241.

Visit <http://aes.iupui.edu/> for more information.

Any student needing special assistance with course information should contact the TCEM department at 274.2248. Thank you.

TENTATIVE SCHEDULE

Friday, Feb. 5 Class Meeting from 1-5pm

1-3pm

GET TO KNOW EVERYONE

Class Topics: INDUSTRY OVERVIEW & TRENDS

- Overview and foundation of modern cruise industry
- Growth and diversification of demand
- Cruises as a unique meeting place

Text Reading:

- Chapter 1- 2 and Articles Review posted in CANVAS
- Video – How they build the world’s largest cruise ships

Homework DUE: Current Event

3-5pm Safety and Security Briefing

February 19 Class Meeting from 1-3pm

1-2pm

Class Topics: GEOGRAPHY & PERSPECTIVE

- Differences in Areas that Promote Cruises
- Planning for Cruisers
- Cruises as Unique Meeting Locations
- Theme Cruises

2-3pm

Class Topics: MARKETING

- Marketing, Positioning, Differentiation of Cruise Lines
- Budgeting and financing a cruise ship

Text Reading:

- Chapter 5-7 and Article Review

HOMEWORK DUE: Create a 1-2 page investigative report for an assigned port-of-call.

Friday, March 4 1-3pm

1-2pm

Class Topics: SELLING/SERVICE

- Selling Cruises and Cruise Products
- Role of travel agents and intermediaries
- Sales techniques/customer service

2-3pm

Class Topics: ENVIRONMENT/SAFETY

- Cruises and the Environment
- Role of the port authority
- Security and security on-board

Text Reading:

- Chapter 8 -9 and articles posted on CANVAS

HOMEWORK DUE: Marketing Case Study

<h1>CRUISE</h1> <h2>Saturday, March 12 – Friday, March 18</h2>
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DAY	PORT OF CALL	ARRIVE	DEPART
Sun	Port Canaveral (Orlando), FL		4:00 PM
Mon	Fun Day At Sea		
Tue	Half Moon Cay, The Bahamas	8:00 AM	4:00 PM
Wed	Nassau, The Bahamas	8:00 AM	5:00 PM
Thu	Freeport, The Bahamas	8:00 AM	4:00 PM
Fri	Port Canaveral (Orlando), FL	8:00 AM	

Monday, March 14

TBD

LIFE ON BOARD

Class Topics:

- Living and working on a modern cruise ship
- How to get a job on a cruise ship
- Job descriptions of positions

Text Reading:

- Chapter 3-4 and articles posted on CANVAS

HOMEWORK DUE: Interview Questions

Friday, April 1

1-3pm Class Meeting

1pm

Quiz

2pm

Presentation of Journal Portfolios