

**Date:** September 14, 2018  
**To:** TRMT TEAM  
**From:** Carson McPherson  
**Subject:** PROGRAM DESIGN PROJECT FOR DESTINATION MARKETING

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Vancouver Island University (VIU) is a regional teaching university located in Nanaimo, British Columbia. In recent years, the University has seen considerable expansion in program demand, particularly in the area of business & management. With this increasing demand, there has been an emerging theme from prospective students who are looking for a specialization in Tourism Management, notably Facilities Management & Destination Marketing. Senior leaders at VIU would like to explore the development of a new undergraduate degree program in response. This prospective program would be a Bachelor of Arts in Tourism Management with students selecting 1 of the 2 specializations noted above (Facilities Management & Destination Marketing).

Your consulting team has been contracted to undertake the development of a Project Proposal report for the design and launch of the **Destination Marketing specialization**. Specifically, your team will provide a report and project plan to support VIU leadership in making a final decision as to whether the institution will pursue this new venture. While the 1st and 2nd year classes will be the same for either program following the [existing structure of the BBA program](#), VIU leaders are looking to develop the 3rd and 4th year course structure/requirements which will facilitate student specialization to prepare them for the world of work in these areas.

**To aid that process, your team will submit a report containing the following 5 sections:**

1. Background
2. Objectives of the project
3. Expected results of the project
4. Project implementation and management
5. Budget

The Project Sponsor assigned to your team is Carson McPherson, who will liaise with the VIU executive team on this project. You will report your progress of the project at mutually agreed upon dates with the Project Sponsor. Any questions or additional clarity required can be derived from your assigned Project Sponsor.

**The following outline provides an overview of the content broken down by each of the 5 sections of your report. Your consulting team is not limited to this. As such, your team is free to add/amend components listed (or not) below.**

## SECTION 1: BACKGROUND

This section should provide a brief introduction to the current situation related to the beneficiaries of the project.

- Provide a written briefing on the key aspects of the project including:
  - Institution's history, mission and academic goals
  - Proposed credentials
  - Location where the new degree program will be offered
  - Faculty or school offering the proposed degree program
  - Support for student learning
  - Admission requirements
  - The anticipated start date for the program
  - Who are the main competitors in the province for a program such as this

## SECTION 2: OBJECTIVES

The discussion should indicate the specific objectives to which the proposal, if successful, is expected to contribute including the following components:

- Define the scope of work and clearly state the project objectives
- Anticipated contribution of the program to the mandate and VIU Academic Plan: <https://www.viu.ca/sites/default/files/viu-academic-plan-promoting-and-celebrating-access-to-excellence.pdf>
- Potential areas / sectors of employment for graduates and further areas of study
- How will you target recruitment efforts for this program?
- Curriculum / Program Content:
  - Delivery methods of the program (*to note: Universities are becoming increasingly committed to the development of flexible delivery methods in response to employer and family demands*)
  - Curriculum and content learning outcomes
  - Curriculum design and course structureAll programs should have constructive alignment. To begin the process of course design, you should ask yourself the following questions:
  - Why is this course being taught? How is it relevant to the field?
  - What new levels of insight, knowledge and skills will the students achieve?
  - What forms of teaching specific courses will help students to have a successful outcome?
  - Is this program individualized? If so, what type of elective or optional class system will students be offered?
  - How will program leadership identify and respond to students who are struggling in the program?

- How has the program construction and location considered inclusivity, taking into account the needs of students who have learning or physical disabilities?
- **NOTE: THIS SECTION IS BEST DELIVERED USING A SIMPLE TABLE**

### SECTION 3: EXPECTED PROJECT RESULTS

This section should concisely describe the overall results that the project is expected to accomplish and whether there may be unintended effects of the project, and how these possible challenges will be addressed. Risks of the proposed project from design, launch and ongoing program delivery. For ease, a template has been provided:

<https://carsonmcperson.ca/trmtviu415/>

Be sure to discuss the benefits of launching the program including the short, medium and long range benefits of the project results to VIU. A table format may be used here however is not required.

### SECTION 4: PROJECT IMPLEMENTATION AND MANAGEMENT

In this section, provide a detailed work description including the following three components:

- **Work Breakdown Structure**
  - The Work Breakdown Structure must be clear and simple. For ease, the following template has been provided. <https://carsonmcperson.ca/trmtviu415/>
- **Project Activities & Work Plan**
  - The Project Plan must be clear and simple. For ease, the following template has been provided. <https://carsonmcperson.ca/trmtviu415/>
- **Project Monitoring & Evaluation**

Specifically, the discussion should indicate who will be responsible for preparing periodic project progress and a written description of:

1. Process to monitor and evaluate the progress and quality for the program launch
2. Preliminary key performance indicators (KPIs) for ongoing program success evaluation once the program is launched at VIU.

## SECTION 5: BUDGET

Provide your best estimate of how project funds will be spent for your first design. For ease, a project budget template has been provided here:

<https://carsonmcperson.ca/trmtviu415/>

**For more information on this project, please visit:**

<https://carsonmcpersonca.files.wordpress.com/2018/09/trmt-415-fall-2018-term-project1.pdf>