



# COURSE OUTLINE

**Please save a copy onto your computer before filling in the form**

**Course Name:** Hospitality Sales Management

**Department Head/Coordinator:** Michael Tittel

**Effective Date:** September 2014

<b>School or Centre:</b>	<b>Department:</b>	
School of Hospitality and Business	Hospitality Management Diploma	
<b>Course History:</b>	<b>Year of Study:</b>	
New Course	2nd Year Post-secondary	
<b>Name of Replacing Course (if applicable):</b>	<b>Course Number:</b>	HOSP 2660
	<b>Number of Credits:</b>	3.0

**Course Pre-requisites (if applicable):**

HOSP 2620 Introduction to Marketing

**Course Co-requisites (if applicable):**

**PLAR (Prior Learning Assessment & Recognition)**

No  Yes (details below):

To learn more about the PLAR pathways for this course review the Hospitality Management Diploma Program Content Guide.

**Course Description:**

This course provides students with the opportunity to develop sales supervisory skills, direct selling skills, relationship sales management and supervision techniques required in the hospitality industry. Students explore the effects of globalization on the hospitality industry as well as the economic impact of social events, conventions and meetings hosted by the various markets.

**Note to instructors:** An instructional strategy is an approach that an instructor uses to achieve the learning outcomes (e.g., lecture, case study, video, group work).

### **Instructional Strategies:**

Lectures, group research, case studies and demonstrations

### **Course Learning Outcomes:**

Successful students will be able to:

1. Use business forecasting skills and techniques
2. Demonstrate excellent sales skills
3. Use a trace file system and sales file system
4. Book functions
5. Write contractual agreements; contra accounts; supply and demand
6. Administer large volumes of (email, mail, etc)
7. Manage sales employees
8. Orient new staff and mentor employees
9. Use Database Management Systems for revenue / yield management
10. Develop an organizational chart of the target market
11. Evaluate and project business trends
12. Leverage brand and overcome objections
13. Use marketing strategies
14. Develop good public relations
15. Use cross-selling techniques
16. Locate decision makers in various market segments
17. Develop sales job descriptions
18. Create a successful meeting/conference

### **Program Learning Outcomes:**

Upon successful completion of the Hospitality Management Diploma, students will be able to:

1. Communicate effectively as hospitality professionals.
2. Demonstrate leadership competencies in the hospitality sector.
3. Evaluate financial information and financial implications related to business decisions to support the goals of a hospitality enterprise.
4. Act in an ethical manner and practice within the legal framework of the industry.
5. Provide responsible and professional food and beverage services.
6. Supervise front-of-the house and back-of-the house hotel and restaurant operations.
7. Manage basic human relations issues within a hospitality setting.
8. Prepare the basis for a marketing plan and communication strategy.
9. Analyze emerging hospitality industry trends and innovations.
10. Describe the role and scope of the tourism industry, the stakeholders, the five sectors of the industry and their economic impact.
11. Employ sustainability decision-making and practices in their work as hospitality professionals.
12. Apply the theoretical principles and practices of guest and customer services in a hospitality setting.
13. Apply critical thinking and problem solving techniques to make sound management decisions and recommendations.

**Evaluation/Grading System** *(Click on drop down box arrows to see list of options)*

Grading System	Specify if 'Other':	Specify Passing Grade:
Letter Grades		D (50%)

**Components and Weighting of the Assessment/Evaluation Plan:** *(Click on drop down box arrows to see list of options)*

Type	Percentage	Evaluation Plan (provide a brief explanation for each component especially if value exceeds 35%):
Assignments	10	Individual Research assignment.
Quizzes/Tests	15	
Midterm Exam	20	
Project	20	Group Research Project.
Project	15	Group Project Presentation or Meeting Project
Final Exam	20	
<b>Total</b>		<b>100</b>

**Learning Environment/Type** *(Select all that are used within the course)*

Instruction Type	Hours Per Instruction Type	Comments
L - Classroom	45	
<b>Enter Total Hours</b>		

**Resource Material(s):**

Resources are items in addition to tuition that the student is responsible for purchasing. Course resource information will be supplied by the department/instructor.

**Course Topics and Sequence Covered:**

1. Sales techniques
2. Analyzing sales information
3. Sales presentations
4. Sales communication skills
5. Customer retention
6. Industry trends in room and meeting business
7. Critical thinking and problem solving techniques
8. Sales supervisory skills
9. Differences in convention centres and hotels
10. Hosting a successful meeting / convention
11. Impact of Conferences and Conventions on our economy

## **VCC Education and Education Support Policies**

There are a number of **Education** and **Education Support** policies that govern your educational experience at VCC, please familiarize yourself with them.

The policies are located on the VCC web site at:

<http://www.vcc.ca/about-vcc/policies/index.cfm>

To find out how this course transfers, visit the BC Transfer Guide at [www.bctransferguide.ca](http://www.bctransferguide.ca).

### **FOR COMMITTEE USE ONLY**

<b>Date Approved by Education Council:</b>		<b>Date Approved by VCC Board (if applicable):</b>	
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