Course Description

HFT2501 | Hospitality Sales | 3.00 credits

In this intermediary course the student will learn sales presentation skills and the importance of sales in an organization. Topics discussed are the organization of the sales department including the responsibilities of all involved in the sales process. Emphasis on sales presentations, looking for leads, negotiating skills, building rapport, and closing the sale. Role playing and other activities will be used to enhance learning.

Course Competencies:

Competency 1: The student will be able to comprehend the role of sales in the hospitality and tourism industries by:
1. Describing the role of sales in the marketing mix and the hospitality and tourism industries
2. Discussing sales related to careers in the hospitality and tourism industries

Competency 2: The student will be able to identify the buyers and suppliers in the market by:
Learning the buying process associated with hospitality and tourism products

Competency 3: The student will be able to understand the steps to effective consultive selling by:
1. Applying selling methods in role-play situations
2. Understanding the needs of the guests
3. Adapting selling styles to the product and customer

Competency 4: The student will be able to understand the importance of supplier partnerships by:
1. Discussing opportunities and trends developed through partnerships of complementary products

Competency 5: The student will be able to understand concepts of sales management by:
2. Understand the way organizations structure their sales departments
3. Understand the use of technology in sales

Learning Outcomes:
- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning
- Formulate strategies to locate, evaluate, and apply information
- Use computer and emerging technologies effectively