



**EFFECTIVE: JANUARY 2011
CURRICULUM GUIDELINES**

A. Division: Education Effective Date: January 2011

B. Department / Program Area: Commerce & Business Admin. / Hotel & Restaurant Management
 Revision: New Course
 If Revision, Section(s) Revised: H, L
 Date of Previous Revision: November 2009
 Date of Current Revision: November 2010

C: **HORM 2415** D: **Hospitality Sales and Advertising** E: **3**

Subject & Course No	Descriptive Title	Semester Credits
F: Calendar Description: This course deals with the personal sales, media advertising, publicity and communication mix in a hospitality organization. Material will center on personal sales strategies, managing a sales office in a large hospitality business and deploying the sales force to attract group markets. As well advertising strategies will be covered including the relationship between advertising agencies and the hospitality firm and the selection of the appropriate creative, medium or vehicle to communicate the message to the target audiences.		
G: Allocation of Contact Hours to Type of Instruction / Learning Settings Primary Methods of Instructional Delivery and/or Learning Settings: Lectures and Seminars Number of Contact Hours: (per week / semester for each descriptor) Lecture: 3 Hrs. Seminar: 1 Hr. Total: 4 Hrs. Number of Weeks per Semester: 15 Weeks X 4 Hrs per week = 60 Hrs.	H: Course Prerequisites: HORM 1115 AND HORM 1325	
	I: Course Corequisites: NIL	
	J: Course for which this Course is a Prerequisite HORM 2455 (may be taken as a corequisite)	
	K: Maximum Class Size: 35	
L: PLEASE INDICATE: <input type="checkbox"/> Non-Credit <input type="checkbox"/> College Credit Non-Transfer <input checked="" type="checkbox"/> College Credit Transfer: SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)		

M: Course Objectives / Learning Outcomes

At the end of the course the successful student should be able to:

1. Demonstrate effective personal sales techniques including: developing and qualifying sales leads; developing and delivering an effective sales presentations; anticipating and dealing with objections to advance the sale; closing the sale; and having a plan to follow-up and service the sale;
2. Design and staff a sales office and develop a sales force deployment strategy for a large hospitality business, hotel or resort;
3. Design an effective advertising and public relations plan for a hospitality business;
4. Create an effective press release;
5. Select an advertising and PR agency;
6. Create a print ad template;
7. Communicate the relationship between the advertising plan and the overall marketing plan.

N: Course Content:

1. Hospitality Direct Sales techniques including:
 - a. Partnering and building professional relationships;
 - b. Communication styles;
 - c. Buyer behaviour;
 - d. Prospecting and pre approaching;
 - e. Translating features into benefits. planning and executing the presentation;
 - f. Handling objections;
 - g. Closing the sale;
 - h. Servicing the sale;
 - i. Selling ethics;
 - j. Management of self and employing of technology for increased effectiveness;
 - k. Recruiting Sales Professionals;
 - l. Hard vs. Soft selling;
2. Staffing and operating a sales office in a large hotel, resort or other hospitality business;
3. Developing an effective advertising and public relations plan for a hospitality business;
4. Selecting advertising agencies;
5. Differentiating advertising medium and vehicles to target markets;
6. Using public relations as an effective part of an advertising plan;
7. Creating print ads for target markets.

O: Methods of Instruction

The course will be delivered through lectures, readings, case analysis, role-play, guest speakers and industry study. Delphi Sales Management Software will be introduced and used where appropriate.

<p>P: Textbooks and Materials to be Purchased by Students will be selected from:</p> <p>A selection will be made from the following:</p> <p>Hospitality Sales Selling Smarter Signaw, J.A., D.C. Bojanic, Latest Edition. Thomson Delmar and/or Heads in Beds, Hospitality and Tourism Marketing, Ivo, R., Latest Edition. Pearson Prentice Hall</p>										
<p>Q: Means of Assessment</p> <table><tr><td>Participation</td><td>10%</td></tr><tr><td>Interactive Presentations</td><td>30%-40%</td></tr><tr><td>Group Assignments</td><td>20%-30%</td></tr><tr><td>Examination(s)</td><td>20%-40%</td></tr><tr><td>Total</td><td>100%</td></tr></table> <p>STUDENTS MUST COMPLETE <u>ALL</u> COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.</p>	Participation	10%	Interactive Presentations	30%-40%	Group Assignments	20%-30%	Examination(s)	20%-40%	Total	100%
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Total	100%									
<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>Yes</p>										

Course Designer(s): Mark Elliott

Education Council / Curriculum Committee Representative

Dean / Director: Robert Buller

Registrar