HTM 33100: Hospitality and Tourism Sales and Service

Course Description
Application of sales and customer service methods used to generate revenues for hospitality and tourism businesses. Emphasis is placed on a hands-on assignment which requires students to identify a product that they will market and sell, as well as participate in a sales blitz.

Restrictions:
Must be enrolled in one of the following majors:
Hospitality and Tourism Mgmt

Pre-requisite
Undergraduate level HTM 23100 Minimum Grade of D-

Course Objectives
At the completion of the course, the student will be able to:

- Apply marketing principles to the sales process in hospitality and tourism Industry.
- Distinguish between ethical and non-ethical behaviors on the part of sales professionals
- Identify the buying style of the customer and adapt sales pitch and pace to maximize sales potential.
- Design a strategy to work with others to accomplish sales goals.
- Identify, market, and sell a tangible product to the general public.
- Apply professionalism and customer service principles to the sales process.
- Apply fundamental accounting skills to formulate, monitor, and accomplish self-imposed sales goals.
- Apply sales techniques in an actual hospitality and tourism business setting.