

FACULTY OF TOURISM AND OUTDOOR RECREATION
COURSE OUTLINE

Term:	<i>Fall 2016</i>	Instructor:	
Course No:	<i>TOUR 205</i>	Office:	
Course Name:	<i>Tourism Sales</i>	Telephone:	
Credits:	<i>3.0</i>	E-mail:	
Classroom/Lab:		Office Hours:	
Scheduled:			

COURSE FORMAT: Lecture/Experiential/Role Play; 6 lecture hours/week over 10 weeks

PREREQUISITES: None

FOURTH HOUR: Group and individual consultations related to course materials, assignments and examinations. Several online research components and potential additional networking events. Additional communications will be maintained through the web and twitter

COURSE OUTCOMES: Sales is an essential component of a successful business. Students will develop knowledge and skills in the selling process including selling techniques, communication strategies, human motivation, questioning, closing and verbal and non-verbal cues. The focus is on consultative selling and understanding the needs of the customer to create value.

STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

LEARNING OUTCOMES
1. Demonstrate effective sales through the sales process to introduce, pitch, negotiate and close a sale
2. Apply persuasive communication skills through a sales proposal and persuasive introductory letter
3. Identify a sales strategy for a hotel that encompasses product positioning and creates value
4. Present a sales plan that meets needs and delivers on value
5. Deliver an effective and persuasive sales demonstration

EVALUATION PROFILE:

Assessment	% of Final Grade	Individual/Group
Sales Letter & Proposal	15%	I
Sales Role Plays & Assessments	20%	I
Sales Strategy Presentation (portfolio, oral presentation)	20%	G
Strategic Planning Worksheets	10%	G
Midterm	15%	I
Final Exam	20%	I
Total	100%	

GRADING PROFILE:	A+=90-100%	B+ = 77-79%	C+ = 67-69%	D = 50-59%
	A =85-89%	B = 73-76%	C = 63-66%	F = 49% or less
	A-=80-84%	B- = 70-72%	C- = 60-62%	

GRADING STANDARDS

- A+ All aspects of the work submitted are to exceptional standards.**
Comprehensively researched, clear and concise, extremely well structured and designed, with a diverse and exhaustive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates enlightening, insightful, and/or original thinking of the topics. Presented to the highest standards (e.g.: references, style, grammar, length).
- A All aspects of the work submitted are to very high standards.**
Thoroughly researched, clear and concise, excellently structured and designed, with an extensive range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough and comprehensive understanding of the topics. Presented to very high standards (e.g.: references, style, grammar, length).
- B All aspects of the work submitted are to high standards.**
Accurately researched, clear discussion, well structured and designed, with a good range of evidence (e.g.: literature, other data) used effectively and critically. Demonstrates a thorough understanding of the topics. Presented to high standards (e.g.: references, style, grammar, length).
- C All aspects of the work submitted are to acceptable standards.**
Sufficiently researched, providing good discussion, reasonably well structured and designed, with an acceptable range of evidence (e.g.: literature, other data) used effectively. Demonstrates satisfactory understanding of the topics. Presented to reasonable standards (e.g.: references, style, grammar, length).
- D All aspects of the work submitted are to adequate standards.**
Insufficiently researched, needs improvement in flow and design, and/or level of detail, with a limited range of evidence (e.g.: literature, other data) used. Demonstrates rudimentary understanding of the topics. Presented to basic standards (e.g.: references, style, grammar, length).
- F All aspects of the work submitted are below adequate standards.**
Research, flow and design, and/or level of detail are unsatisfactory, with an insufficient range of evidence (e.g.: literature. Other data) used. Demonstrates unfamiliarity with the topics. Presented to below adequate standards (e.g.: references, style, grammar, length).

COURSE CONTENT/SCHEDULE:

REQUIRED TEXT and OTHER RESOURCES: Selling Today: Creating Customer Value, 7th Canadian Edition with Companion Website, 7/E. Manning, Gerald., Reece, Barry., Ahearne, Michael. L., MacKenzie, H.F. (Herb). ISBN: 9780133156850

WEEK	TOPIC(S)	REQUIRED READINGS/ ACTIVITIES
1	Part I: Developing a Personal Selling Philosophy - Chapter 1- Personal Selling and the Marketing Concept - Chapter 2- Personal Selling Opportunities in the Age of Information -	
2	Part II: Developing a Relationship Strategy - Chapter 4- Creating Value with a Relationship Strategy - Chapter 5- Communication Styles: A Key to Adaptive Selling Guest -	
3	Part III: Developing a Product Strategy - Chapter 6- Creating Product Solutions - Chapter 7- Product- Selling Strategies that Add Value -	Intro to Major Assignment
4	- In Class: Park Shores Sales Proposal (FIR213) - Customer Service/Sales Memorandum I- Pg.457-460 -	Sales Proposal due- 15%
5	Part IV: Developing a Customer Strategy - In Class: Role Play I (Sales Memorandum 1A/1B- Pg.461-465) - Chapter 8- The Buying Process and Buyer Behaviour -	Role Play + Assessments- 10%
6	- Midterm - Chapter 9- Developing and Qualifying a Prospect Base -	Midterm 15%
7	Part V: Developing a Presentation Strategy - Chapter 10- Approaching the Customer with Adaptive Selling - Chapter 11- Creating the Consultative Sales Presentation -	
8	- In Class- Role Play II (Sales Memorandum 2a/2b Pg. 466-469) - Final Presentation outline & sign up Pg. 473-476 -	Role Play + Assessments- 10%
9	- Chapter 12- Creating Value with the Sales Demonstration - Chapter 13- Negotiating Buyer Concerns -	
10	- No class- Remembrance Day	
11	- Chapter 14- Adapting the Close and Confirming the Partnership - Chapter 15- Servicing the Sale and Building the Partnership -	Strategic Planning Sheets 10%
12	- Role Play III- Sales Presentation- Association Account Sales -	Sales Presentation 20%
13	- Role Play III- Sales Presentation- Corporate Account Sales -	Sales Presentation 20%
14 - 15	FINAL EXAM PERIOD- TBD	Final Exam- 20%

Chapters 16 & 17 are not covered in this course.

***Note:** This course counts towards the Concentration in Hotel and Resort

UNIVERSITY POLICIES:

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

In addition to the policies of the university, the Faculty of Tourism and Outdoor Recreation has the following policies governing the management of classes and curriculum.

FACULTY POLICIES:

Attendance:	Regular class attendance, and participation in course activities and assignments, is expected and likely essential to successfully achieving the course learning outcomes. Students are responsible for any and all content and instructions communicated during scheduled classes, in course handouts, and (if applicable) via course email and web sites. In cases where participation by all students is essential for conducting the planned instructional activities, attendance may be mandatory. In all cases, the attendance expectations and any penalties for missing instructional activities shall be clearly articulated on the course outline.
Professional Behaviour:	<p>Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary. Students should have respect for equipment and systems. Students should display a constructive response to criticism.</p> <p>Professional behaviour includes appropriate language use. Appropriate language use involves using respectful, moderate, and inclusive language at all times.</p>
Cheating and Plagiarism:	<p>Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship.</p> <p>Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Website.</p>
Penalties for Cheating and Plagiarism:	A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University Calendar). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.
Missed Exams or Quizzes:	Will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, may be required.
English Usage:	All assignments are marked for correct English usage, proofreading and formatting, up to a maximum of 15% of the total mark for that assignment.
Assignments:	Homework assignments are due as per dates on assignment detail. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.
Programmable Tools:	The use of programmable items such as calculators, and dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.
Incomplete Grades:	Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the exam period.

Copyright Policy: Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Website.