

COURSE OUTLINE		
<b>TERM:</b> Spring 2026	<b>COURSE NO:</b> TOUR 205	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE:</b> Selling & Managing Relationships for Tourism Professionals	
<b>OFFICE:</b> <b>LOCAL:</b> <b>E-MAIL:</b> @capilanou.ca	<b>SECTION NO(S):</b>	<b>CREDITS:</b> 3.0
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Sk̓wx̓wú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səliłwətał (Tsleil-Waututh), shíshálh (Sechelt), Sk̓wx̓wú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

#### **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams. This course may also be offered in mixed mode format.

#### **COURSE PREREQUISITES/CO-REQUISITES**

None

#### **CALENDAR DESCRIPTION**

Selling is everybody’s business, and it is an essential skill to master at any personal or business setting. With the diverse and unique nature of the tourism and hospitality product, students will gain confidence in pitching carefully curated solutions to various types of clients. This skill-based course introduces personal selling techniques and communication strategies that enable the creation of meaningful client relationships and long-lasting success in a competitive industry. Throughout this course, students will follow a guided simulation that helps them build capacity at every stage of the sales cycle.

#### **REQUIRED TEXTS AND/OR RESOURCES**

Manning, G. L., Reece, B. & Ahearne, M. (2018). Selling Today: Partnering to Create Value, (14th ed.). New York, NY. Pearson Education Inc. (Online)

#### **COURSE STUDENT LEARNING OUTCOMES**

On successful completion of this course, students will be able to do the following:

1. Demonstrate practical selling skills in networking, prospecting and qualifying leads, negotiations, persuasive presentations, and closing the sale.

2. Create a sales strategy and monitor the sales cycle using available sales technologies.
3. Apply ethical and professional sales practice that aligns with industry standards.
4. Engage and nurture relationships with clients, external stakeholders and various community groups.
5. Deliver professional sales presentations to culturally diverse audiences.

### COURSE CONTENT

In order to facilitate student learning and in-class discussion, students are expected to complete **ALL** assigned readings **BEFORE** each class. Readings and lecture topics may change and/or additional readings assigned as appropriate. Please consult with your instructor.

Week	Topics
1	Developing a Personal Selling Philosophy <ul style="list-style-type: none"> <li>• Relationship Selling and Selling Models</li> </ul>
2	Developing a Relationship Strategy <ul style="list-style-type: none"> <li>• Building Ethical Relationships, Creating Value and Adapting to Communication Styles</li> </ul>
3	Developing a Product Strategy <ul style="list-style-type: none"> <li>• Creating Value-Added Product Solutions</li> </ul>
4	Skill Building Activity- RFP Response <ul style="list-style-type: none"> <li>• Proposal &amp; Letter Writing</li> </ul>
5	Developing a Customer Strategy <ul style="list-style-type: none"> <li>• Buying Behaviour and Qualifying Prospects</li> </ul>
6	Role Play 1: Using Conversational Strategies
7	Midterm Exam
8	Developing a Presentation Strategy <ul style="list-style-type: none"> <li>• Adaptive Selling and Questioning Techniques</li> </ul>
9	Role Play 2: Customer Need Identification
10	Developing a Presentation Strategy <ul style="list-style-type: none"> <li>• Consultative Presentations and Client Negotiations</li> </ul>
11	Developing a Presentation Strategy <ul style="list-style-type: none"> <li>• Closing the Sale and Post-Sale Service</li> </ul>
12	Final Project Delivery & Presentations
13	Final Project Delivery & Presentations
14/15	Final Exam Period

**EVALUATION PROFILE**

Participation	0-10%
Assignment/s	10-30%
Role Plays 1 & 2	10-20%
Final Project & Presentation	20-30%
Exam/s	10-20%
Total	100%

\* Note: No one assignment will be valued at more than 30% of the final grade

**Participation**

Participation grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions; listening attentively during lectures and when other students are speaking; and participating in all activities with an open and inquisitive mind.

**GRADING PROFILE**

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete “I” are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

Assignments are due at the beginning of the class on the due date listed or as otherwise indicated by the instructor. If you anticipate handing in an assignment late, please consult with your instructor beforehand. Late assignments are not accepted.

**Missed Exams/Quizzes/Labs etc.**

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

\*\*\* Accommodations can be made to honor community needs and traditional practices

**Attendance**

Students are expected to attend all scheduled classes (live or recorded) and associated activities hosted online synchronously and asynchronously. Students should expect to log in 4-5 times per week and to spend 8-12 hours per week on course readings, practice tests, weekly learning activities, teamwork and assignments

**English Usage**

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**Electronic Devices**

Students may use electronic devices during class for note-taking only. No electronic devices shall be used during student presentations and/or group discussions.

**On-line Communication**

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

**UNIVERSITY OPERATIONAL DETAILS****Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

**Policy Statement (S2009-06)**

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

**Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;

- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence

Policy and B.401.1 Sexual Violence Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>).

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.

**DEPARTMENT OR PROGRAM OPERATIONAL DETAILS**

See course syllabus.