

Code - Course	064432 – Sales Management in Hospitality Industry		
Thematic Area	Hotel marketing management	Year	
Course Type	Optional	Credits	3 cr. ECTS
In-class Hours	30 hours	Hours of Individual Work	45 hours

BRIEF COURSE DESCRIPTION

Marketing is one of the relevant areas within the business management which, together with the other areas: finance, human resources, production (or servuction), management control, etc., constitute the mechanisms that allow an organization to achieve their objectives.

Thus, within the operational marketing activity, there are a number of different tools available (product, service, brand, price...) that help us achieve our goals and master sales management which are closely related to other activities like commercialization. All of them become key functions directly linked to the objectives.

This subject aims at giving students the key competencies and skills necessary to understand and apply the sales techniques and its management in the marketing field.

GENERAL SKILLS

GS06- Be customer-oriented.

SPECIFIC SKILLS

SS10- Market tourism products, services, and projects

SS17- Understand and implement quality standards in the processes of tourism service

ACADEMIC CONTENTS

1. Buying and sales process.
2. Sales and marketing action plan.
3. Sales planning.
4. Sales and operations.
5. Sales management.
6. The art of selling.

LEARNING METHODOLOGY

The teaching-learning methodology applied to this subject combines a number of key elements, which in a complementary way, help students achieve the skills and competencies specified above.

Listed below are the tools and elements used in a general way for the subject. However, this proposal does not exclude the use of other methodologies that may be considered necessary as well.

- Lectures
- Explanatory lessons
- Guided discussions
- Case studies
- Problem-based learning

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous, semester-long assessment or a single assessment at the end of each semester.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.

Systems of Evaluation	Continuous	Single
Projects delivered by the student	25 %	50 %
Resolution of practical exercises	25 %	---
Attendance and participation	10 %	---
Individual Written Final Exam	40 %	50 %

Review and Reassessment of the Course

In certain cases, if a student fails to achieve the learning objectives of the course, they have the right to the process of reassessment, which offers a second opportunity to prove their achieved competencies.

REFERENCES

Enz, C. (2008). *Hospitality Strategic Management: Concepts and Cases*. Wiley-Blackwell. New Jersey

Lundberg C.; Young, C. (2009). *The Hospitality Management Case Manual: Developing Competencies in Critical Thinking and Practical Action*. Patient Hill, New Jersey

Mc Donald M. (2005). *Cómo vender servicios*. Deusto. Barcelona

Miller, R. B.; Heiman, S. E. (2006). *La venta conceptual*. Ediciones Folios S.A. Barcelona

Muruera, A.; Rodríguez Escudero A.I. (2008). *Estrategias de marketing – Un enfoque basado en el proceso de dirección*. Ediciones Profesionales y Empresariales. Madrid

Rubio Navarro, E. (2007). *El vendedor excelente – Manual de técnicas de venta por el éxito*. Paidós Ibérica S.A. Barcelona