

Hospitality Sales
HTM 332

Instructor: Erin Tierney, Ph.D.

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Class Hours: Tuesday/Thursday 1:00-2:15pm, 2:30-3:45pm

Office Hours: Tuesday/Thursday 12:00pm – 1pm

Course Description: The course focuses on the interpersonal communication component of the promotion mix. Students will gain an understanding of the sales & marketing functions in hospitality firms. In particular, students will obtain a working knowledge of how hospitality firms use personal selling concepts to increase revenues.

Course Text: Siguaw, J. and D. Bojanic (2004), *Hospitality Sales: Selling Smarter*. Clifton Park, NJ: Thomson/Delmar Learning. (ISBN: 1-4018-3478-7]

Course Requirements: Students are responsible for all materials in the text and those presented in class by the instructor and any guest speakers. Students are expected to attend class on a regular basis and they will be penalized if they miss more than five class meetings. There are three exams and an optional final exam.

Course Grade: The final grade is based on a total of 300 points: each of the three exams is worth 100 points. An optional final exam will be given for those students wishing to improve their grade. If a student chooses this option, their lowest grade from one of the first 3 exams will be dropped and replaced with the grade of the final exam.

<u>Grade</u>	<u>Average</u>	<u>Points</u>	<u>Grade</u>	<u>Average</u>	<u>Points</u>
A	94-100	270-300	C	73-76.9	165-184
A-	90-93.9	250-269	C-	70-72.9	150-164
B+	87-89.9	235-249	D+	67-69.9	135-149
B	83-86.9	215-234	D	60-66.9	100-134
B-	80-82.9	200-214	F	< 60	99 or less
C+	77-79.9	185-199			

Course Outline

<i>Week</i>	<i>Chapter(s)</i>	<i>Date</i>	<i>Description</i>
1	1	Sept. 4, 6	Overview of Hospitality Sales
2	2	11, 13	Prospecting and Preapproach
3	3	18, 20	Approach by Adapting Social
Style			
4	4, 5	25, 27	Nonverbal Comm.; Openings

5	-----	Oct. 2, 4	Exam #1, Return Exam
6	6	-----, 11	Probing for Needs
7	7	16, 18	Presentation
8	8,9	23, 25	Handling Objections , Gaining Commitment
9	10	30, Nov. 1	Post-Sale Follow-up
10	-----	6, 8	Exam #2, Return Exam
11	11	13, 15	Proposals/Contracts
12	12	20, -----	Servicing the Meeting
13	13	27, 29	Personal Selling Tools
14	14	Dec. 4, 6	Revenue Management, Exam
#3			
15		11, 13	Return Exam, Review
Final's Week			17 Final Exam (optional)