



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Academic year 2020/2021

Code-Course	064432 – Sales Management in Hospitality Industry		
Year	4º	Credits	3 cr ECTS
In-class hours	30 hours	Hours of individual work	45 hours
Thematic Area	Marketing and Commercialization	Course Type	Optional Subject

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



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LEARNING METHODOLOGY

The learning methodologies planned for this subject contemplate different activities that contribute to develop the skills related to this course. Some of the learning activities that will be developed are the following:

- Lectures
- Case studies
- Discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.