



Code-Course	Sales Management in the Hospitality Industry			
Year	3 rd /4 th	Credits	3 ECT	
Thematic Area	Sales & Marketing	Course Type	Elective	
In-class hours	30	Teacher-led learning hours	30	Individual work hours 45

BRIEF COURSE DESCRIPTION

Sales and Marketing are key areas in the management of organizations, along with others: finance, human resources, operations) etc. They form the mechanisms that enable any organization to achieve its goals.

Likewise, in the operative of sales & marketing itself, different tools (product, service, brand, price, etc.) are available to help Management in this challenge of achieving sales objectives. These are closely linked to other activities such as marketing as key functions directly related to the objectives.

This course aims to equip students with key skills to understand and apply sales techniques and management within the framework of marketing.

GENERAL SKILLS

CG06- Customer focus.

SPECIFIC SKILLS

CE06- Analyze and evaluate tourism potential when designing products, services, and projects.

CE10- Market tourism products, services and projects.

CE17- Understand and implement quality assurance standards.

LEARNING OBJECTIVES

1. Know the most current concepts and tools of planning, organization, direction, coordination and control.
2. Know the main tendencies, dynamics, paradigms and conflicts observed in the evolution of the hotel activity.
3. Use hotel marketing tools: Revenue Management, e-marketing, web 2.0.
4. Organize sales teams and promote sales among them.
5. Solve problems that customers may have.



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ACADEMIC CONTENTS

1. The Sales Process

- 1.1 Introduction to the course
- 1.2 Sales vocabulary
- 1.3 Sales process, experiential sales and storytelling
- 1.4 Guest satisfaction, loyalty and engagement

2. The Buying Process

- 2.1 Customer journey
- 2.2 Identifying needs & wants
- 2.3 Information search & evaluation of alternatives
- 2.4 Buying decision-making process, emotional and rational motivation
- 2.5 Disneyland Paris & Hong Kong Disneyland case study

3. Sales Planning

- 3.1 Competition analysis, product analysis, location analysis
- 3.2 Practical analysis: Barcelona hotels
- 3.3 Case study: Catalonia Hotels Sales Plan

4. The Art of Selling

- 4.1 Case study: Thinking strawberries
- 4.2 Rapport, Alan Monroe & Elevator pitch
- 4.3 Overcoming objections
- 4.4 Upselling & Cross-selling
- 4.5 Case study: Barceló Hotels

5. Sales in the Real World

- 5.1 Visit to trade show or hotel
- 5.2 Final presentation

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:

- Lectures
- Case studies



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- Guided 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.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the starting of the subject.

Activities	Type	Continuous	Single	Week deadline
Four Quizzes	Individual	40%	0%	Week 12
Group Project	Group (continuous) Individual (single)	20%	50%	Week 14
Individual Final Exam	Individual	40%	50%	Official date of Final Exam
	TOTAL	100%	100%	

To pass the subject it is mandatory to obtain a minimum score of "5" in the final individual test/s.

Review and Reassessment of the Course

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the



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reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

- A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.
- B) Students must have been awarded a final minimum grade of 4.0 in the overall course. After the reassessment, the maximum grade is 5.0 in the overall course.

REFERENCES

Case 2.1 Disneyland.pdf - CASE 2-1 The Not-So-Wonderful World of EuroDisney*\u2014 to Paris Hong Kong Shanghai and Beyond BONJOUR MICKEY In April 1992 | Course Hero. (2021). Retrieved 1 September 2021, from <https://www.coursehero.com/file/84956129/Case-21-Disneylandpdf/>

(2021). Retrieved 1 September 2021, from <http://www.jeffcoy.com/gems/docs/Think%20Strawberries.pdf>

Chipkin, C. (2014). Independent mind. *Hotel*, 5, 20–27. doi: 10.2139/ssrn.2025802

HBR Case Study: Time for a Unified Campaign?. (2021). Retrieved 1 September 2021, from <https://hbr.org/2011/06/hbr-case-study-time-for-a-unified-campaign>

Gourville, J., & Bertini, M. (2011). Barcelo Hotels and Resorts (A). *SSRN Electronic Journal*. doi: 10.2139/ssrn.2020703

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