

**Eastern Illinois University**  
**New Course Proposal**  
**FCS 2784, Hospitality Sales and Service**

**1. Catalog Description**

- a. Course Number: FCS 2784
- b. Title: Hospitality Sales and Service
- c. Meeting times and credit: 3-0-3
- d. Terms to be offered: F
- e. Short title: HospitalitySales
- f. Course Description: An analysis of marketing methods used by sales and service departments in hospitality businesses with an emphasis on selling, planning for, and servicing group meeting and convention business. WI
- g. Prerequisite: FCS 2700 (The Hospitality Industry) and FCS 2740 (Lodging Operations)
- h. Initial Term: Fall 2006

**2. Student Learning Objectives and Evaluation**

- a. Objectives. Course objectives are listed below with corresponding examples of assessment methods.  
Upon completion of the course the students will:
  - Describe the organization and function of the sales department in different types of hotels; (exam)
  - Identify trends that affect marketing and sales in the hospitality industry; (exam, case study)
  - Describe how hospitality sales activities are just one component of a marketing plan; (exam)
  - Describe typical hospitality market segments and differentiate among their needs; (exam, marketing plan, case study)
  - Apply sales concepts in role play situations in the hospitality industry. (sales presentations, sales proposals)

b. Assessment

Student achievement of the stated objectives will be assessed based on the following activities:

Exams	30%
Case Studies	20%
Sales Presentations	30%
Sales Proposals	20%

c. This course is not technology delivered.

d. This course is not offered for graduate credit.

e. This course is writing intensive; written activities include case studies and written sales proposals, some of which will be eligible for student revision. More than 35% of the final grade is based on written activities.

**3. Outline of Course**

a. Units of time

- I. Hospitality Sales Departments 2 weeks
  - A. Organizational structure
  - B. Function, roles, and responsibilities

- C. Intradepartmental communications and technology
  - D. Sales as a career option
  - E. Ethics in sales and marketing
  - F. Working with the catering and food and beverage departments
    - 1. Food and beverage
    - 2. Restaurants and lounges
    - 3. Meeting rooms
- II. The Marketing Plan 1 week
- A. Benefits of a marketing plan
  - B. Components of a marketing plan
    - 1. Market audit
    - 2. Target markets
    - 3. Positioning
    - 4. Objectives and strategies
- III. Hospitality Marketing Segments 3 weeks
- A. Business
  - B. Leisure
  - C. Group
  - D. Government
  - E. Travel agents and event planners
  - F. International travelers
- IV. Hospitality Promotional Techniques 2 weeks
- A. Advertising and public relations
  - B. Telephone
  - C. Web pages/CSR networks
  - D. Internal marketing
  - E. Hosting a FAM visit
- V. Hospitality Sales Techniques 4 weeks
- A. Types of sales calls
  - B. Managing time
  - C. Steps in the sales process
    - 1. Prospecting and qualifying
    - 2. Preparing and planning
    - 3. The sales call: questions, objections, and discussion
    - 4. Closing the sale: reaching an agreement
    - 5. Follow up: maintaining customer
  - D. Developing an individualized written sales proposal
    - 1. Why a written proposal
    - 2. Typical format and components
    - 3. Cover letters and supporting documents
- V. Student Sales Presentations 3 weeks

b. Not applicable; this course is not technology delivered.

#### 4. Rationale

a. Purpose and need. This course provides application of sales skills to the hospitality environment. Many hospitality students obtain a first professional job in the sales department.

ACPHA, the accrediting body for hospitality programs, lists course work in the marketing of hospitality goods and services as a curriculum standard.

b. Justification for course level and prerequisites. This course allows students to apply sales skills in role play situations and case studies and to understand the role sales plays in an overall marketing strategy. FCS 2700 (The Hospitality Industry) and FCS 2740 (Lodging Operations) are prerequisites as they provide a basic understanding of the hospitality industry and the lodging segment. This course focuses on one segment of marketing (sales); the knowledge gained by students in this course can be integrated into marketing processes in BUS 3470 (Principles of Marketing), a required course in the business administration minor.

c. Similarity to existing courses. MAR 4470 (Professional Sales) focuses on personal selling in a general business environment. This course (FCS 2740) applies sales skills to the hospitality industry and integrates sales into an overall marketing plan. MAR 4470 is currently not part of the business administration minor and has additional prerequisites; hence it is not a feasible option for most hospitality students.

d. Impact on Programs. This course is an elective for the Hospitality Management Concentration in the FCS in Business Option Program.

#### **5. Implementation**

a. Faculty members to whom this course may be assigned: Dr. Richard Wilkinson.

b. No additional cost is associated with this course.

c. Text and Supplementary Materials:

Abbey, J. (2003). *Hospitality sales and marketing* (4<sup>th</sup> ed.). Lansing, MI: Educational Institute of the American Hotel and Lodging Association.

**6. Community College Transfer:** A community college course may be judged equivalent to this course.

**7. Date approved by the SFCS Curriculum Committee:** November 8, 2004

**8. Date approved by the LCBAS Curriculum Committee:** December 15, 2004

**9. Date approved by the Council of Academic Affairs:** January 20, 2005