

HTMT 353-001
Hospitality Sales & Negotiations
Dept. of Hospitality & Tourism Management
School of Business & Economics
College of Charleston

Tuesday-Thursday 4:00-5:15PM

Instructor: Dr. John C. Crotts
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Office Hours: T W T 1:30-4:00 or by appointment

Course Prerequisites: MKTG 302 or HTMT 350

This course is designed for students who are interested in learning about personal selling by hospitality and tourism firms engaged in business-to-business and consumer marketing. The objectives of the course are to provide students: (1) with an understanding of the theory and practice of personal selling as used by organizations to develop long-term partnerships with customers; and (2) enhance students' ability to diagnose and address diverse problems and decisions that arise in developing and implementing a firm's selling strategy.

Required Text

- Rich McNeil and John Crotts (2005). *Selling Hospitality: A Situational Approach*. Thompson learning.

Academic Integrity

The College of Charleston's Student Honor Code is in effect in this course. Any student caught cheating will receive a failing grade in the course and additional appropriate action will be taken. Cheating includes copying someone else's work in the exam, cases, and assignments. It includes using notes and other aides during exams, using someone else's ideas without referencing them, turning in an assignment for this class that was turned in whole or part for another class. Cheating also includes students that allow their work to be copied or who do work for another individual. If you are unclear about what is considered cheating what is not considered cheating, please see the instructor.

Grading

Web CT Quizzes (18)	51
Semester Project	20
Participation	10
Final Exam	20
Total Points	101

Grades

A	93-100
A-	91-92
B+	88-89
B	82-87
B-	80-81
C+	78-79
C	71-77
C-	69-70
D	60-68
F	less than 60

- ✓ Students who have earned a total 76 of 81 points will be exempt from the final exam earning an A for the class.

Class Attendance and Participation

Class attendance is expected. Students are responsible for all content and assignments for each class. This participation component of the grade is broken into two sections; attendance 50%, and class participation 50%. It is difficult to participate in class discussions, if you do not attend class. Students are expected to read the assigned materials before coming to class. Students will be called upon to role play and randomly to lead discussions of that material in class and such will be reflected on your participation grade.

No make up quizzes, exam or extended deadlines for assignments will be given. Students who encounter a very serious problem on the date of the examination or deadline (i.e., death in the family, hospitalization, etc.) will have their test grade substituted with the average of their other exam and semester projects. Documentation of the emergency is required and must be verified to the instructor by the Office of Undergraduate Studies. Documented non-emergencies will not be accepted.

An Edisto account will be needed to take the chapter quizzes on-line. Such an account can be obtained at Academic Computing located on the 3rd floor of JC Long. Eighteen (18) quizzes are scheduled that are worth a total of 3 point each. The quizzes are open to take at anytime but close at the beginning of class where the chapter is covered. Prepare yourself for each quiz by reviewing the discussion questions at the end of each chapter. You will be randomly assigned one of these questions to answer when you log onto the quiz. Note you will have only 5 minutes to take each quiz so study all the review questions before logging on to take the quiz.

Semester Project: Personal Sales Plan will be composed of you creating a comprehensive sales plan for securing your first position after graduation. At a minimum the paper will include the following: (1) sources of leads; (2) prospect identification and qualifications; (3) employer fact-finding and identification of needs; (4) a fact sheet that converts your individual *features* into employer *benefits*; (5) your approach strategy; and (6) means to demonstrate your capabilities. *Aim high* in terms of the position and firm(s) that you wish to target. Contrary to the old adage of "Don't judge a book by its cover" appearance and presentation are important in both the report and sales packet you put together. A copy of an acceptable personal sales plan is on webct. **Due date: April 17 in class.**

TOPIC OUTLINE:

CLASS SCHEDULE

(Subject to Change upon Instructor's Discretion)

Foundations

January	10	Course Overview
	15	Ch. 1: Foundation for success
	17	Ch. 2: Buyers and sellers in the hospitality industry
	22	Ch. 3: Creating mutually beneficial value exchanges
	24	Ch. 4: Value perceptions of buyers & Ch. 5: Seller responses
	29	Ch. 6: Situational selling
	31	Guest Speaker: Cindy Grosso, President, Charleston School of Protocol and Etiquette, Inc. <i>Making Good First Impressions</i>
February	5	Ch. 7: Preparation and planning

Managing the Buying-Selling Exchange Process

	7	Ch.8: Approaching the buyer
	12	Ch.9: Investigating Needs
	14	Ch. 9: Investigating Needs continued
	19	No Class: Professor is in Baltimore
	28	Ch. 10: Demonstrating Capabilities
March	2-8	Spring Break
	12	Chapter 11: Negotiating Concerns
	14	Ch. 12: Gaining Commitment/ Closing
	18	Ch. 13: After sales service and relationship management

- 20 Video Case: Consultative selling from the buyer and seller's perspectives
- 25 Continued

Managing Your Future in Sales

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| | 27 | Review and Discuss Semester Project |
| April | 1 | Ch 14: Personal and professional development |
| | 3 | Ch 15: Sales Management |
| | 8 | Ch 16: Sales channels and intermediaries |
| | 10 | Ch. 17: Sales and technology |
| | 15 | Ch. 18: The future of hospitality sales: A situational world |
| | 17 | Turn in Semester Project/ review for final exam |
| | 22 | Open |