Courses in English
Course Description

Department 14 Tourism
Course title Sales & Marketing in the Hospitality Industry
Hours per week (SWS) 2
Number of ECTS credits 3

Course objective
This course is designed for students who plan to join the professional sales and marketing careers in hospitality. It aims to introduce key concepts and principles of sales and marketing management. Within this seminar, students will have opportunities to practise developing a sales plan and marketing plan for a hypothetical or real hospitality business. In particular, the course aims to enable students to:
• Understand the importance of marketing and sales activities in a hospitality business and operation
• Be able to understand the key sections and development process of a marketing plan, a sales plan and a sales proposal for hospitality businesses
• Understand and analyze current hospitality trends in globalisation
• Understand the key markets of hospitality around the globe and suggest the targeted markets and marketing strategies for a hospitality business
• Identify the competencies required for a sales executive staff in hospitality and a career path in sales and marketing
• Identify the competencies required for a sales and marketing manager in hospitality

Prerequisites
Students are advised to take some introductory courses of sales and marketing and introductory course of hospitality before registering this course.

Recommended reading
- International Journal of Sales and Marketing Management

Teaching methods
Seminar style. This course will employ the interactive, case study (and/or project-based) learning and teaching approach. The course hence emphasises the interaction between lecturers and students, between students and industry practitioners (if permitted). Throughout the course, the students will be assigned into small discussion groups (5-6 students/group) to work in a number of class discussions or group assignments.

Assessment methods
Regular attendance, active participation to sales and marketing exercises and discussions, oral examination at the end of the term

Language of instruction English
Name of lecturer Van Thi Nguyen
Email Ntvan@hcmiu.edu.vn

Link
Courses in English
Course Description

Course content
• Introduction to hospitality marketing
• The marketing plan: the cornerstone of sales
• Understanding, segmenting customers of hospitality, marketing to different segments
• Introduction to Sales Management
• Leadership and Sales Executive
• Business-to-Business (B2B) Sales and Customer Relationship Management (CRM)
• Leveraging Information Technology
• Designing and Organizing the Sales Force
• Staffing Right Salespeople
• Supervising, Managing and Leading Salespeople Individually and in Teams
• Setting Goals and Managing the Sales Force’s Performance
• Motivating and Rewarding Salespeople
• Assessing the Performance of the Sales Force and the People Who Comprise It
• Internal and External Cultural Forces That Affect A Firm’s Sales Performance

Remarks