



Course Specification

Course Title: Hospitality Sales and Marketing

Course Code: 3573232

Semester: 3rd Semester

Academic Year: 2nd Academic Year

Bachelor of Arts Programme in Hospitality Management

(International Programme)

School of Tourism and Hospitality Management

Suan Dusit University

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Course Specification

Name of institution Suan Dusit University
 Campus/faculty/department School of Tourism and Hospitality Management

Section1 General Information

1. Course code and course title

3573232 Hospitality Sales and Marketing

2. Number of credits

3(3-0-6)

3. Curriculum and type of subject

3.1 Bachelor of Arts Programme in Hospitality Management

3.2 Type of Subject: Core course

4. Responsible faculty members

4.1 course coordinator: Lecturer Tipvimon Prasertsri

4.2 Instructors: Lecturer Tipvimon Prasertsri **Section:** A1

5. Semester / year of study

Semester 3 Academic year 2017 / Student Year 2

6. Pre-requisite (if any)

None

7. Co-requisites (if any)

None

8. Venue of study

Suan Dusit University

9. Date of latest revision

28th May 2018

Section 2 Aims and Objectives

1. Aims of the Course

The objectives of this course are to help students understand, organize and perform effectively the operations of the rooms division of a hotel. The course's overall objective is to prepare the student for the management career in the hospitality field. Through the study to be carried out with the use of visual aids and on site visits

2. Objectives of Course Development/Modification

- Be a successful seller of rooms and other services of the hotel
- Understand the reservations, check-in and check-out procedures
- Collaborate with colleagues, as well as with the other departments of the hotel
- Offer high level services and contribute to the hotel's security
- Plan, organize and control the room division's operations
- Manage the front office and housekeeping personnel.

Section 3: Course Description and Implementation

1. Course Description

The accommodation sector constitutes a large part of the hospitality industry. There is now an increasing need for employees within this sector to understand management issues and principles concerning rooms division from a housekeeping and front office perspective. This paper is designed to address key management issues related to housekeeping, facilities and front office.

2. Number of Hours per Semester

Lecture (Hour)	Additional class (Hour)	Laboratory/field trip/internship (Hour)	Self-study (Hour)
45	-	-	90

3. Number of hours that the lecturer provides individual counseling and guidance

- In class
- Course convenor will be available for additional academic advice for 2 hours per week

Section 4 Development of Students' Learning Outcomes

1. Morality and Ethics

1.1 Expected outcome on morality and ethics

- (1) To realize good values, moral conscience and ethics, to be able to deal with the conflicts relating to profession etiquette.
- (2) To be self and social responsible with good attitude and behaviour.
- (3) To responsible of duties, good membership and develop leadership skills and act as a role model to others.
- (4) To be disciplined and follow the organizational and social rules and regulations.

1.2 Teaching methods

- lecturing alongside with examples of moral and ethical issues such in referencing and matters related to intellectual property law
- organising a focus group to find relevant examples

1.3 Evaluation methods

- Evaluate from students' disciplines such as punctuality,
- Evaluate from responsibilities on assigned tasks,
- Evaluate from attending the classes, participating class activities.

2. Knowledge development

2.1 Expected outcome on Knowledge and skills development

● (1) To understand the important principles and theories of hospitality organizational behavioral and interpersonal skills, international marketing, tourist behavior and related skills systematically and globally.

● (2) To be able to integrate knowledge of hospitality with other related fields.

○ (3) To understand research designs and methodology in order to solve organization problems and to develop organization knowledge management.

2.2 Teaching methods

- Lecture
- Active Learning: Individual work/ practice
- Active Learning: Group work
- Active Learning: Group discussion
- Active Learning: Case study

2.3 Evaluation methods

- Mid-term exam, and final exam
- Other written and verbal assessments throughout the semester
 - Individual assignment
- Presentation
- Individual assignment

3. Intellectual Knowledge Innovation

3.1 Expected outcome on Intellectual Knowledge Innovation

● (1) To be able to evaluate and analyse data, and able to think critically and systematically in order to find cause, effect, and resolution of the problems in depth.

○ (2) To be able to apply methodologies, synthesis, evaluation both practically and theoretically in actual operations.

● (3) To be able to suitably apply knowledge and innovation in business term and able to adapt innovation technology to the profession and related fields.

3.2 Teaching methods

- group work and group discussion
- Presentation

3.3 Evaluation methods

The results of evaluation are derived from the student's outcomes and practices such as presentation in class, examination by testing and interviewing, and class observation.

4. Interpersonal Skills and Responsibility

4.1 Expected outcome on Interpersonal Skills and Responsibility

● (1) To be able to work with others and solve the problems both as a good leader and a good team member.

○ (2) To be able to develop self – improvement continuously on professional learning improvement based on international criterion.

4.2 Teaching methods

- Delegate group work for group discussions
- Require oral presentations
- Demonstrate the ability to work with others
- Demonstrate the responsibility on delegated work
- Be able to suitably adapt to situation and organizational culture of work places

4.3 Evaluation methods

A student's behavior and expression are evaluated from group activity, participation, and entirety, obviousness, and accuracy of information.

5. Numerical Analysis and Information Technology Skills

5.1 Expected outcome on Numerical Analysis and Information Technology Skills

● (1) To be able to apply foreign languages effectively when communicate both academically and professionally.

● (2) To be able to communicate effectively with foreigners from different culture in different situation.

○ (3) To be able to use information technology suitably in different operations.

● (4) To be able to analyse and interpret data, facts, figures, statistics and/or numerical related tasks efficiently.

5.2 Teaching methods

Instructors should arrange learning activities for students to analyse simulated situation, present problem solving, and learn the techniques of information technology application in many situations.

5.3 Evaluation methods

Evaluate the ability in applying theories and selecting the information technology application or related mathematics and statistics for presentation.

Section 5 Teaching and Evaluation Plans

1. Teaching plan

Week	Topics	Hours	Teaching & Learning Activities, Instructional Media (if any)	Instructor
1	<p>* Course Introduction Session</p> <ul style="list-style-type: none"> - Course outline - Term paper <p>* Understanding in Hospitality and Tourism product</p> <p>* Marketing reviews</p>	3	Lecture, Exercise PowerPoint	Lecturer Tipvimon Prasertsri
2	<p>* Difference between Sales and Marketing</p> <p>* The importance of Sales and Marketing department in hospitality industry</p>	3	Lecture, PowerPoint YouTube	Lecturer Tipvimon Prasertsri

	* Qualification of sale staff for hospitality			
3	Qualifying the client * Hospitality distribution channels: Telesales, Website, Trade shows, Consumer shows, Vouchers via website	3	Lecture, Case Study PowerPoint YouTube	Lecturer Tipvimon Prasertsri
4	sales process	3	Lecture, PowerPoint Roleplay	Lecturer Tipvimon Prasertsri
5	Sales Techniques (1)	3	Lecture, Exercise Case Study PowerPoint	Lecturer Tipvimon Prasertsri
6	Sales Techniques (2)	3	Case Study Case Study PowerPoint	Lecturer Tipvimon Prasertsri
7	Pricing and Positioning Mid-Term Examination	3	Lecture, Case Study PowerPoint	Lecturer Tipvimon Prasertsri
8	* Sale Team building * Negotiating with suppliers	3	Workshop, Lecture	Lecturer Tipvimon Prasertsri
9	* Service quality management strategies	3	cooperative learning, Exercise	Lecturer Tipvimon Prasertsri
10	* Yield Management Review	3	cooperative learning, Exercise	Lecturer Tipvimon Prasertsri
11	* Sales Force Training	3	cooperative learning, Exercise	Lecturer Tipvimon Prasertsri
12	* Sales And Technology	3	Lecture Case Study YouTube	Lecturer Tipvimon Prasertsri
13	Ethics in selling	3	Lecture Case Study	Lecturer Tipvimon

			YouTube	Prasertsri
14	* Case study (guest speaker)	3	Lecture	Lecturer Tipvimon Prasertsri
15	Dealing with buying objections	3	Lecture, Case Study PowerPoint	Lecturer Tipvimon Prasertsri

2. Evaluation plan

Activities	Expected outcomes	Methods	Week	Percentage
1	1.3	Observe behavior, Participation	1-15	10%
2	2.1,2.2	Presentation, Pair work, Individual work	1-15	30%
3	3.1,3.2	Midterm Examination	7	30%
4	1.3,2.1,2.2,3.1,3.2	Final Examination	16	30%

Evaluation

University T-Score / Midterm (60) : Final (40)

Learning Outcomes	Evaluation Methods	Week	Proportion of Evaluation (%)
1	Participation	1-15	10
2	Mid-term exam	7	30
3	Learning by doing	4, 5, 6, 8, 9, 12, 13, 15	20
4	Final exam	16	40

Section 6 Teaching Materials and Resources

1. Texts and main documents

Dennis L. Foster. (1993). Sales and Marketing for the
Travel Professional. McGRAW-HILL

international editions.

2. Documents and important information ที่เล่มก็ได้ ref ใช้ APA style ไม่ควรเกิน 5 ปี

1	Alisha A. Miller, David K. Hayes. (2011). Revenue Management for the hospitality industry. John Wiley & Sons.
2	Claudine Dervaes. (2003). Sales and Marketing from the travel training series. Thomson Learning, Inc.
3	Gerald Fuller, CTC. (1994). Travel Agency Management. South-Western Publishing Co.

Section 7 Evaluation and Improvement of Course Management

1. Strategies for effective course evaluation by students

- Self-assessment and critical reflection
- Students' online evaluation and feedback

2. Evaluation strategies in teaching methods

- Self-observation
- Peer observation and review

3. Improvement of teaching methods

- Increase general knowledge, skills, and teaching competency in order to introduce new instructor models or methodologies
- Support instructor to study, train, attend academic and professional seminar, international academic conference, and further higher education

4. Evaluation of students' learning outcome

Student achievement is measured and evaluated by

- Individual improvement (In-class observation)
- Exam results

5. Review and improvement for better outcome

- Assess each and every subject in school curriculum correspondingly to course objectives together with course syllabus and TQF3

- Follow up and examine academic result of both overall student and individuals, especially, the student with GPA less than standard specified by university criteria