

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Travel and Tourism</u>
COURSE RUBRIC AND NUMBER	<u>TRVM 1345</u>
COURSE TITLE	<u>Travel and Tourism Sales and Marketing Techniques</u>
COURSE CREDIT HOURS	<u>3 3 : 0</u> Credits Lec Lab

I. Catalog Description

Studies marketing, sales techniques, promotions, and advertising theories as applied to the travel and tourism industry. Covers the marketing mix relating to market segmentation, market planning, advertising, and other communication techniques. Emphasizes role playing scenarios and consumer buying behavior. Product-service mix. **(3:0)**.

II. Course Objectives

- A. Unit I: Sales and Service
 1. Identify five key decisions involved in marketing travel.
 2. Outline the eight steps of the sales cycle.
 3. Describe the role of the salesperson.
 4. Outline the role of service in the sales process.
 5. Explain the seven steps to solving problems.
 6. Atay on topic.
- B. Unit II: Understanding Buyer
 1. Describe the types of needs that motivate buyers.
 2. Express energy and enthusiasm.
 3. Explain three ways of classifying potential buyers.
 4. Identify five types of buyers.
 5. Outline key needs of different types of buyers.
 6. Provide referrals.
- C. Unit III: Understanding Product
 1. Outline a strategy for becoming knowledgeable about products.
 2. Describe key sources for information.
 3. Discuss key sources for the basic information needed when selling product.
 4. Explain two key principles for evaluating products.
- D. Unit IV: Sales Cycle
 1. Discuss the goals and difficulties of the first four steps of the sales cycle.
 2. Identify the five basic Ws.
 3. Explain four guidelines for effective listening.
 4. Interpret several common forms of body language.
 5. Identify six principles for getting information you need from an interview.
 6. Apply techniques for effective listening and questioning to the sales cycle.
 7. Identify six guidelines for presenting ideas persuasively.
 8. Outline steps for answering objections to your ideas.
- E. Unit V: Selling with Technology
 1. Describe how communicating by telephone differs from face-to-face communications.
 2. Explain how you should adapt your voice and manner when selling on the telephone.

3. Identify some basic rules of telephone etiquette.
4. Discuss how travelers and sellers are using the Web.
5. Describe other technologies that can help you succeed in selling.

F. Unit VI: Strategies for Sales and Marketing Success

1. Describe what customer service is from the buyer's and seller's point of view.
2. Identify four ways of finding out how customers perceive your service.
3. Outline a program for developing a focus on customer service.
4. Describe the relationship between sales and service.
5. Identify key characteristics of professionalism.
6. Discuss how to make ethical choices.
7. Describe simple ways of relieving stress.
8. Explain some of the forces and trends that are reshaping the industry.
9. Outline a plan for enhancing your skills and staying current with changes in the industry.

III. THECB Learning Outcomes (WECM)

1. Define basic marketing terms.
2. Display knowledge of selling techniques.
3. Apply basic advertising terms.
4. Create media promotion using elements of design and communication skills.

IV. Evaluation

A. Unit Assignments

1. Unit assignments are designed to give the student the practice needed to become competent in selling, and advising travelers.
2. Activities will be graded based on being complete and correct.
3. Assignments are due at the beginning of class unless otherwise instructed.
4. The student has the responsibility to complete assignments as outlined in this syllabus.
5. Web activities will be completed in the classroom when time permits or during open lab.

B. Unit Written Exams

1. There will be written exams.

C. Final Evaluation

1. The course grade will be based on point scale for each item used in the evaluation.
2. The final grade will be determined by the percent of the total points accumulated during the course.

D. Grading Scale:

900-1000 points (90 – 100%)	=	A	Incomplete	=	I
800-0899 points (80 – 89%)	=	B	Withdrawal	=	W
700-0799 points (70 – 79%)	=	C			
600-0699 points (60 – 69%)	=	D			
000-0599 points (0 – 59%)	=	F			

E. Remediation

Students seeking additional help may obtain tutoring assistance from the instructor as time permits.

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.