

Local Course Outline

Sales and Marketing

<i>SMS Code</i>	TT509001		
<i>Level</i>	4	<i>Credits</i>	30
<i>Total Learning Hours</i>	300	<i>Directed Learning hours</i>	100
<i>Workplace or Practical Learning hours</i>	60	<i>Self Directed Learning hours</i>	100
<i>NQF Unit standards/Other Components contained are : Delete Units 21863 and 14413. Add Units 14412, 21864, 20675. Local course: Customer Service</i>			
<i>Course approved in another Programme No</i>			

Aims

For students to demonstrate excellent sales, marketing and customer service skills.

Learning Outcomes

At the successful completion of this course, students will be able to:

1. Initiate and complete the process of buying and selling accommodation
2. Produce a spreadsheet for organisational use
3. Apply and service marketing and selling techniques in a tourism context
4. Identifying and initiating excellent customer service practice
5. Analyzing the process involved with marketing a destination

Content

- Selling and booking accommodation
- Using spreadsheet applications for market research
- Examining the role of marketing in a complex sales
- Marketing a destination
- Identifying, completing and evaluating complex domestic business travel needs.
- Excellent customer service skills are described and practiced.

Learning/Teaching Strategies/Methods

Simulations, practical workshops, lectures, group work, role plays, project work, presentations

Assessment

Assessment	Weighting	Learning Outcomes
Assignment	75%	1-5
Project	20%	5
Test	5%	1

Attendance Requirements

All practical classes must be attended.

Completion requirements

All assessment and attendance requirements must be met

Student Reading List

Course web logs, learning and assessment activities