

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Sales Management in Tourism Establishments

1. Basic Information:

Course Name	Sales Management in Tourism Establishments
Course ID	BMK503
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	18
Mid Term Exam	-
Exam	75 Min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course Level	5

2. Pre-Requisites: Non

Course	ID
Services Marketing	BMK501

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
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Syrian Virtual University		الجامعة الافتراضية السورية

3. Course General Objectives:

- ✓ The course aims to introduce the student to the following scientific topics:
- ✓ The concept of the tourist facility, its importance and its role in the sustainable development process.
- ✓ The concept and importance of tourism marketing
- ✓ Tourism concept, tourist, tourism product, tourism service
- ✓ The concept of the client and , the customer and the consumer and the differences between them and the behavior of the consumer and the consumer of tourist.
- ✓ The concept of selling, its origin and development, and the relationship between selling and marketing.
- ✓ The concept of the sales process, its steps and stages
- ✓ The concept of sales management, its importance, objectives and principles
- ✓ The concept of organizing sales management and its location within the organizational structure of the facility
- ✓ The relationship of the sales section with the departments of the establishment, and with the marketing department in particular
- ✓ The concept of sales planning and the explanation of the concept of sales planning and strategic planning
- ✓ Sales forecasting and activation concept
- ✓ The concept of the sales components force, its importance and characteristics, and the role of the salesperson(s) in the success of the sales process
- ✓ The concept of tourism promotion components and its relationship to the marketing components
- ✓ The concept of personal selling and its role in sales success
- ✓ The concept of sales ethics and its importance for sales management

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

4. Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Having the ability to explain the basic concepts of the tourist facility and its importance, and Tourism and its role in the process of sustainable development and tourism marketing and its importance, and the tourist, the tourist product, the tourist service, the client, the customer and the tourist consumer
ILO2	Having the ability to analyze the sales process and clarify its mechanisms and success factors
ILO3	Having the ability to differentiate between sales and marketing, and between service and goods
ILO4	Having the ability to differentiate between sales and marketing, and between service and goods
ILO5	Having the ability to know the participation of the sales department in the selection and selection of sellers (sales representatives), identifying their needs and motivating them.
ILO6	Having the ability to show the role of sales management in maintaining the survival and continuity of the (tourist) establishment by increasing sales and achieving profits
ILO7	Having the ability to define the components and elements of the tourist promotion, especially personal selling
ILO8	Having the ability to identify the qualities of successful salesman and the ethical qualities that must be possessed

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

5. Course Syllabus (24 hours of total Recorded Sessions, 18 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	<ul style="list-style-type: none"> • Chapter One: The tourist facility and its role in achieving sustainable development • Chapter Two: Basic Concepts in Tourism and the Tourist Establishment 	3	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An exercise is a practical case that aims to help the student apply the concepts learned in these two chapters
ILO2	<ul style="list-style-type: none"> • Chapter Three: Selling: its origin, development, importance and its relationship to marketing • Chapter Four: The stages and steps of the sale process 	4	3	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The exercise as well as the assignment is a practical case that aims to help the student apply the concepts learned in these two chapters
ILO3	<ul style="list-style-type: none"> • Chapter Five: Sales Management: Its Concept, Importance, Objectives, Principles and Functions 	4	3	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An exercise is a practical case that aims to help the student apply the concepts learned in this chapter

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO4	<ul style="list-style-type: none"> Chapter Six: The organization of the sales department and its relationship with other departments Chapter Seven: Sales Planning and Strategic Sales Planning 	4	3	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The exercise as well as the assignment is a practical case that aims to help the student apply the concepts learned in these two chapters
ILO5	<ul style="list-style-type: none"> Chapter 8: Forecasting and stimulating sales 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	assignment is a practical case that is intended to help the student apply the concepts learned in this chapter
ILO6	<ul style="list-style-type: none"> Chapter Nine: Sales forces, their importance, characteristics and the role of salespeople in sales success Chapter Ten: The tourism promotional components and its relationship to the marketing components 	3	2.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	The exercise as well as the assignment is a practical case that aims to help the student apply the concepts learned in these two chapters
ILO7	<ul style="list-style-type: none"> Chapter Eleven: Personal Selling and its role in the process of Sales Success 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	assignment is a practical case that is intended to help the student apply the concepts learned in this chapter

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO8	<ul style="list-style-type: none"> Chapter Twelve: Sales ethics, its importance and its role in the process of Sales Success 	2	1.5	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	assignment is a practical case that is intended to help the student apply the concepts learned in this chapter
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6. Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF 2F	Rpt
ILO1	Having the ability to explain the basic concepts of the tourist facility and its importance, and Tourism and its role in the process of sustainable development and tourism marketing and its importance, and the tourist, the tourist product, the tourist service, the client, the customer and the tourist consumer	<ul style="list-style-type: none"> Introduction to the tourist facility recognize the role of tourism in the sustainable development process and the importance of tourism marketing Understand the concept of (tourist, tourist product, tourist service, customers, clients, tourist consumer) 	X		X		

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
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Syrian Virtual University		الجامعة الافتراضية السورية

ILO2	Having the ability to analyze the sales process and clarify its mechanisms and success factors	<ul style="list-style-type: none"> - Understand the concept of selling, its origins and development factors - Recognize the difference between selling and marketing and the relationship between them - Learn selling theories 	X			X	
ILO3	Having the ability to differentiate between sales and marketing, and between service and goods	<ul style="list-style-type: none"> - Understand the importance of sales and marketing and differentiate between them - Realizing the importance of service and commodity and distinguishing between them 	X	X			X
ILO4	Having the ability to differentiate between sales and marketing, and between service and goods	<ul style="list-style-type: none"> - Understand the strategic role of sales management - Clarify and showing the role of the sales department in developing the strategic sales plan 			X	X	

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Syrian Virtual University		الجامعة الافتراضية السورية

ILO5	Having the ability to know the participation of the sales department in the selection and selection of sellers (sales representatives), identifying their needs and motivating them.	<ul style="list-style-type: none"> - Knowing the role of the sales department in cooperation with the human resources department in selecting and assigning salesmen (sales representatives) - Discussing the characteristics and features of salesmen (sales representatives) 		X			X
ILO6	The ability to show the role of sales management in maintaining the survival and continuity of the (tourist) establishment by increasing sales and achieving profits	<ul style="list-style-type: none"> - Knowing the mechanism and how to increase sales by looking at the problems disclosed by customers regarding products and reports on competitors' activities and working on developing a comprehensive strategy for marketing and selling - Knowing and determining the efficiency and effectiveness of the performance of the sales team 	X				

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

ILO7	The ability to define the components and elements of the tourist promotion, especially personal selling	<ul style="list-style-type: none"> - Discussing the importance of the components of the tourism promotion and knowing its characteristics and elements and its relationship to the marketing component - Discussing personal selling and its role in increasing sales 	X		X		
ILO8	The ability to identify the qualities of successful salesman and the ethical qualities that must be possessed	<ul style="list-style-type: none"> - Knowing and defining the ethical meaning of sales - Knowledge of the key knowledge, skills, and behaviors needed for managers and salespeople 	X			X	

7. Practice Tools:

Tool Name	Description
non	-----

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
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Syrian Virtual University		الجامعة الافتراضية السورية

8. Main References

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Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education and Scientific Research		وزارة التعليم العالي والبحث العلمي
Syrian Virtual University		الجامعة الافتراضية السورية

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9. Additional References

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