

The Hong Kong Polytechnic University

Subject Code	HTM4314
Subject Title	Convention Sales and Service
Credit Value	3
Level	4
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	<p>This subject focuses on the hotel and other convention venue perspective of the convention and event industry. It addresses how to understand the needs, sell, and service different kinds of meetings and conventions, the types of organizations that stage such events, the people who hold the key to the decision on site selection, and what is needed to successfully service meetings and conventions. The course is divided into three parts. The first part will concentrate on hotel convention sales and sales management, the second part will deal with the hotel sales process, and the third will deal with the convention service or event management operation of a hotel or other convention venue.</p>
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <p>A. Competent professional:</p> <p>Students will be able to demonstrate specialized technical knowledge and managerial knowledge in sales and service through the study of sales management systems; apply the skills, knowledge, and abilities for sales and/or convention service position in a hotel or convention venue through lectures, industry interviews and experiential learning through a project; and understand the role and nature of individual and group dynamics that exist within organizations through learning about the various sales management and convention service operations in hotels.</p> <p>B. Critical thinker:</p> <p>Students will be able to draw on a wide range of resources in making judgments by learning the various technical tools and reports used in the sales operations of a hotel to evaluate future business.</p> <p>C. Innovative problem solver:</p> <p>Students will be able to demonstrate independent thinking to generate and evaluate ideas through role-plays and case studies in sales and convention service.</p> <p>D. Effective communicator:</p> <p>Students will be able to use a wide range of routine and some advanced skills in using IT applications, and evaluate new technologies as they emerge through</p>

	<p>demonstrations of various software programs and systems used in sales and convention service operations; and accept responsibility and accountability for one's own output as the result of working on an interview project with a sales or convention service professional.</p> <p>E. Lifelong learner</p> <p>Students will be able to recognize the need for a lifelong learning and self-development; plan, manage, and evaluate their own learning in pursuit of self-determined goals.</p> <p>F. Ethical leader:</p> <p>Students will be able to accept some responsibility for the output of others by working as a team member in completing the sales or convention service professional interview; and identify ethical issues through an understanding of the role of a sales person in representing a hotel and the work of the convention service department in communicating with the customer.</p> <p>G. Socially responsible global citizen:</p> <p>Students will be able to demonstrate a global outlook by analyzing market segments from customers all over the world; have the capacity for understanding different cultures and social development needs in the local, national and global contexts (interest in culture and social development); and accept their responsibilities as professionals and citizens to society, their own nation and the world (social, national, and global responsibility).</p>
<p>Subject Synopsis/ Indicative Syllabus</p>	<ol style="list-style-type: none"> a. Introduction to Hotel and Convention Venue Sales b. MICE Industry Trends c. Meetings and Event Venue in Hotels d. MICE Market Segment e. MICE Marketing and Promotion f. Suppliers, Contractors & Other Services in the Convention and Events Market g. Organization of the Hotel and Convention Venue Sales Department h. Pricing and Sales Strategies i. Customer Focused/Collaborative Selling Process j. Negotiations and Contracts