

A - New Course Proposal V. 7.2022 : Entry # 3373**DEAN Decision**

Approved

Date

09/16/2024

Is this course intracollegiate or intercollegiate?

Intracollegiate

SCHOOL EPC Decision

Approved

Date

11/18/2024

Begin Form**Today's Date**

09/13/2024

Your Name:

Marisa Ritter

Your Email:mritter1@highpoint.edu**Are you a Department Chair?**

No

Department Chair Name

Brianna Clark

Email address of your Department Chairbclark1@highpoint.edu**By checking below, I certify that my department chair has seen and approved the new course that I am proposing.**

Yes

Please select the appropriate school overseeing this proposal:

Communication

When should this proposal take effect?

A - New Course Proposal V. 7.2022 : Entry # 3373

Fall 2025

Information for the Registrar**Choose the department designator from the list below.**

HSP

Proposed Course Number?

2600

Is this course cross listed?

No

Does this course replace a current course?

No

What is the title of the new course?

Relationship-Based Selling in Service Industries

Write the catalog description of your proposed course:

This course focuses on mastering relationship-based sales in the service industry, with a specific focus on hospitality outlets. Students will develop skills to build strong client connections, enhance customer experiences, and drive revenue. Special emphasis is placed on sales planning, preparation, presentations and client contact within hospitality and service outlets organizations. Topics included are uncovering and understanding customer wants, needs, and expectations, best practices for customer service before, during, and after the sale, and managing expectations, resolving issues, and ensuring satisfaction to foster long-term loyalty. Negotiation techniques are explored, and students will learn to persuade effectively, overcome objections, and close deals confidently while maintaining strong client relationships. Woven throughout is a focus on ethical selling practices including transparency, honesty, and respect for privacy. Through case studies, role-playing, and simulations, students will develop the skills needed to excel in relationship-based sales roles, build lasting client relationships, and deliver outstanding value in various service contexts while maximizing revenue.

How many credit hours will this course be?

4

How will the course be graded?

Letter grade

Please select the course repeat option for this course:

Repeatable for credit once

What is the offering cycle for this course?

Every semester

Does your course have any prerequisites?

A - New Course Proposal V. 7.2022 : Entry # 3373

Yes

Please list all prerequisites this course requires:

HSP 1300 or EMG 1200

Is this new course being proposed because of a new or revised major or minor proposal?

HSP Major, HSP Minor, EMG Major, EMG Minor

Gen Ed and Academic Programs**Is this course part of Gen Ed?**

- No

Does this course count towards a major or a minor?

Yes

Please list the Major / Minor and if it is Required or Elective

HSP Major - Required/HSP Minor - Elective, EMG Major - Required/EMG Minor - Elective

Is this course part of an academic program?

- This course does not fulfill academic program requirements

Does this course include any community engagement?

No

Does this course participate in the GoGlobal Program?

No

Information for Curriculum Review**Rationale and evidence for new course's consistency with departmental mission:**

This course allows students to better understand the sales process for services versus consumer goods. Developing skills in relationship-building, understand guest wants, needs, and expectations, as well as persuasion and negotiation are essential for employees in service businesses that rely on guest interaction and delight. Although traditional sales classes address these they do it through a consumer goods lens, not a service-based approach. This service approach helps those entering hospitality and event management be prepared for these dynamic industries.

List all student learning outcomes for this course.

By the end of the course, students should be able to:

Develop strategies to identify and address the diverse needs, wants, and expectations of customers making service-based purchases

Devise skills to provide exceptional service throughout the customer journey from initial inquiry to post-sale follow-up, specifically when purchasing services

Explore strategies for managing customer expectations, resolving issues, and fostering long-term loyalty when purchasing

A - New Course Proposal V. 7.2022 : Entry # 3373

services not products

Implement negotiation tactics that lead to mutually beneficial agreements using effective persuasion techniques, overcoming objections, and closing sales with confidence and integrity

Emphasize the importance of ethical behavior in sales, including transparency, honesty, and respect for customer privacy in the service environment.

List any units or content areas that will be required for all sections of this course.

Sales vs. Marketing

Relationship-based selling & customer relationship management

Uncovering needs, wants, and expectations

Face to face vs. online selling

Persuasion

Negotiation

Closing the sale & contracts

Ethics in selling

List any assignments, tests, or other assessments that will be required for all sections of this course.

Class Participation & Engagement (150 Points, 15% of your grade)

To get the most out of this class, everyone is expected to fully participate in class discussion. I see this class as a chance for us to exchange information, so it is important for you to come to class prepared, having read assigned chapters and articles. I will monitor participation and attendance throughout the semester; no participation & engagement points will be assigned if you are not in attendance. This class relies heavily on in-class activities, including role-plays, case studies, discussions, and research opportunities.

Each student must make an effort to participate in the discussion process and class activities/assignments. Daily points are assigned for each class session and the activity is monitored by the instructor. Missing class or being disruptive in class will result in a loss of full or partial points for engagement for the class day, this includes talking in class, arriving late to class, leaving early, and the disruptive use of technology (for example: texting, doing other course work, or surfing the web) during class time which will negatively affect this portion of your grade.

Quizzes & In-Class Assignments: (200 Points, 20% of your grade)

There will be quizzes (done through Blackboard) throughout the semester to assess your understanding of basic terminology, concepts, theories, and policies. These will be a combination of multiple choice, true/false or fill in the blank quizzes. These will also act as preparation for the 2 exams.

In-class assignments may include projects such as research, designing sales approaches, reporting on policies or current topics in the industry, role playing, or other relevant assignments. These must be completed in class and there will be no opportunity to make these up if you are not in attendance.

Three-Minute Persuasion Competition (100 Points, 10% of your grade)

You will design and deliver a three-minute persuasive sales pitch for a hospitality or event service. This will be presented to the class and you will be allowed one slide during the presentation. This requires you to understand the audience for that service and tailor your approach to address their needs, wants, and expectations.

This will be run as a competition to see who most effectively persuades the class to purchase their service.

Scripts and Templates Assignment: (150 Points, 15% of your grade)

Developing scripts for client interactions and templates for basic correspondence will streamline your work process, making you an efficient salesperson. Topics may include how to handle an initial inquiry, follow up, how to ask for a piece of business, and correspondence to be sent with proposals and contract.

A - New Course Proposal V. 7.2022 : Entry # 3373

Semester-Long Project: (400 Points, 40% of your grade)

Building on the assignments throughout the semester, students will work in groups to fully conceptualize a hospitality product, identify their target market, create a sales kit, script a site visit and create a full sales presentation. The assignment has deadlines scattered throughout the semester providing feedback at each step of the assignment.

Identify a property type, location and a market that you would like to target. – 50 points

Develop a strategy to reach out to your identified client. Outline what will be included in a sales kit and provide an introductory letter. – 100 points

Plan a Site tour of your property and document all steps taken to coordinate with both the client and your property. – 100 points

Demonstrate the sales presentation to your prospective client to the class. – 150 points

List any readings or other materials that will be required for all sections of this course.

- Cathcart, J. and Antonio, V. (2024). Relationship Selling: Managing Human Connections as Sales Assets. Booklogix: New York, NY. ISBN: 978-1665308359.
- Additional readings posted in the respective class folder on Blackboard and noted or linked on the syllabus.

List any course policies that will be required for all sections of this course.

N/A

If you would like to specify how requirements for contact hours must be met for all sections of this course, please indicate below. (e.g., if any experiential learning activities will replace seat time)

N/A

Is there anything else the reviewing parties should know about this new course proposal that hasn't been addressed?

N/A

Sample Syllabus

- [HSP-2600-Relationship-Based-Selling-for-the-Service-Industry.docx](#)

Additional Documents

- [Departmental-Chair-Approval-9-13-20241.pdf](#)