GROUP SALES AND SERVICES  
RHIM 3308.D02 (ONLINE)  
Syllabus

Instructor: Sheila Scott  
Virtual Office Hours: 1:00 p.m. – 2:00 p.m. (or by appointment) Tuesdays  
E-mail: sheila.scott@ttu.edu  
Class Hours: online

COURSE DESCRIPTION FROM CATALOG:  
Prerequisites: RHIM major, minor or concentration only. Emphasis on the function of 
convention and meeting sales and service departments related to lodging and tourism operations. 
Explores factors involved in the management of large group sales.

REQUIRED TEXT & MATERIALS:  
• Readings as assigned on Blackboard or through course reserve  
• Ebook/Learning Modules purchased from HMBookstore. HMBookstore credits can be 
purchased through the Texas Tech Bookstore.  
  • Site Selection that Sells  
  • Director of Sales  
To access HMBookstore, review the instructions on Blackboard under ttu.hmbookstore

Google Chrome is the suggested operating system with HMBookstore. Internet Explorer 
makes the content small and difficult to read.

INSTRUCTOR COMMUNICATION:  
The instructor will be the primary point of contact for this course. Students can expect the 
instructor to respond to emails within 24 hours of receipt of the email, within the Monday 
through Friday, 9 a.m. to 5 p.m. timeframe. If a student emails the instructor Friday or 
Saturday, a response will be on the next business day. Depending on the request, the instructor 
may need longer than 24 hours to fully address the situation, but any delay will be 
communicated during the initial response.

EXPECTED PROGRAM LEARNING OUTCOMES (PLOS) FROM PROGRAM:  
1. Communicate effectively and appropriately (orally and in writing).  
2. Prepare, maintain, analyze and utilize financial documents and data related to hospitality 
management organizations.  
3. Discuss, examine, and evaluate management practices in the hospitality industry.  
4. Define, discuss, give examples of, and examine ethical issues related to hospitality 
management organizations.  
5. Comprehend the social, multicultural, and environmental dimensions of 
issues facing professionals in hospitality management.
STUDENT LEARNING OBJECTIVES

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

- Calculate basic hotel math and revenue management functions (PLO 2, 3) Quiz, Project, Exam
- Discuss the importance in basic hotel math and revenue management calculations (PLO 2, 3) Quiz, Project, Exam
- Conduct a site selection analysis (PLO 3) Project
- Explain the job essential duties of a Director of Sales at a full service convention hotel (PLO 1, 3, 4, 5) Quiz, Exam
- Identify target markets for a full service convention hotel (PLO 3, 5) Quiz, Project
- Discuss pricing and selling strategies used in a full service convention hotel (PLO 1, 3, 4, 5) Quiz, Project, Exam
- Analyze market segmentation strategies in a full service convention hotel (PLO 1, 3, 4, 5) Quiz, Project, Exam
- Assess the competition in a full service convention hotel’s competitive set through a competitive edge analysis (PLO 1, 2, 3) Quiz, Project Exam
- Compare accounts and market segments for suitability at a full service convention hotel (PLO 2, 3) Quiz, Project, Exam
- Complete forms used in sales efforts at a full service convention hotel (1, 2, 3) Quiz, Project

ACTIVITIES AND GRADING STRUCTURE:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>POINTS EACH</th>
<th>TOTAL POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Quizzes</strong></td>
<td></td>
<td>230</td>
</tr>
<tr>
<td>Basic Math and Rev Par (one attempt only)</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Ebook Module Quizzes (average of two attempts)</td>
<td>10@20 points</td>
<td></td>
</tr>
<tr>
<td><strong>Project</strong></td>
<td></td>
<td>550</td>
</tr>
<tr>
<td>Fact Sheets</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>RFP Exercise</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Competitive Edge Analysis</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Detailed Proposal Letter</td>
<td>75</td>
<td></td>
</tr>
<tr>
<td>Sales Presentation Slides</td>
<td>35</td>
<td></td>
</tr>
<tr>
<td>Sales Presentation Video</td>
<td>65</td>
<td></td>
</tr>
<tr>
<td>Site Selection Visit Exercise</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Group Contract</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>BEOs</td>
<td>100</td>
<td></td>
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<tr>
<td><strong>Exams</strong></td>
<td></td>
<td>140</td>
</tr>
<tr>
<td>Final</td>
<td>140</td>
<td></td>
</tr>
<tr>
<td><strong>Other Exercises</strong></td>
<td></td>
<td>80</td>
</tr>
<tr>
<td>Sales Leads/Blitz Exercise</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>Job Hunt - Cover Letter and Resume Exercise</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>Job Hunt - Interview Exercise</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL POINTS AVAILABLE</strong></td>
<td></td>
<td>1000</td>
</tr>
</tbody>
</table>
GRADING CRITERIA:

Final Grades will be determined by the following schedule:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Points Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90% - 100%</td>
<td>(900-1000)</td>
<td>Advanced, exceeds expectations and work has no or few errors</td>
</tr>
<tr>
<td>B</td>
<td>80% - 89.99%</td>
<td>(800-899.9)</td>
<td>Minimally exceeds expectations and work has limited errors</td>
</tr>
<tr>
<td>C</td>
<td>70% - 79.99%</td>
<td>(700-799.9)</td>
<td>Proficient, meets minimum expectations but demonstrates no extra effort</td>
</tr>
<tr>
<td>D</td>
<td>60% - 70.99%</td>
<td>(600-699.9)</td>
<td>Less than standard and falls below expectations</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 60%</td>
<td>(0-599.9)</td>
<td>Lack of effort, does not meet expectations in one or more areas</td>
</tr>
</tbody>
</table>

Students who earn 774 points, prior to the final exam, will be exempt from taking the final and earn an A in the course.

**Please note that unsuccessful completion of this class or course completion of at least 60% of the semester, may result in repayment of all or part of your student financial aid. For further information, please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.

COURSE STRUCTURE:

While this course is structured to be accessed in individual weeks, however due to the function and building of assignments in the project, each week/section will be opened the first day of the prior “week.” Note: Due dates do not change and will be strictly enforced although students may submit their assignments earlier than the associated “week” opens. Finals period will be open July 2-July 7. If you have any questions, please contact the instructor.

GRADE DISPUTES:

If a student has an issue with a grade, email the instructor within ONE WEEK (7 days) of the assessment grading. In the email, clearly describe the specific issue and the outcome expectation (make sure to consult the syllabus before to ensure the proposal is within the policies of the course). If the situation is not resolved, follow the steps in the “Resolving Student Issues” section of the syllabus attachment on Blackboard.

COURSE WEBSITES:

This course will be managed through Blackboard (accessible at: http://blackboard.ttu.edu) and HMBookstore (https://www.hmbookstore.com/). All course materials and assignments will be made available within Blackboard or HMBookstore. The course website within Blackboard is available only to students who have officially registered for this course. HMBookstore access is limited to those who pay for the ebooks required for the course. Google Chrome or Firefox are suggested for use in this course.

To reach the course website, students should enter the following URL into an internet browser http://blackboard.ttu.edu. This will take students to the Blackboard log-in page where students will enter their E-raider username and password each time they enter the site.

If students do not have E-raider account, they can request one at https://eraider.ttu.edu. If students have forgotten their password or need assistance logging in, they may call the TTU technology hotline at (806) 742-HELP.

SUBMISSION GUIDELINES AND POLICIES

All tasks that require submission through Blackboard have an availability period. While HMBookstore does not have due dates and times through the modules, grades for those
modules will be viewed as of the due date and time and recorded, and completions after the due
date and time will not be recorded in the Blackboard Gradebook. The time for all assignments,
quizzes and exams is 5:00 p.m. CST on the final days of the week, typically Mondays (except
Week 5 and Finals Period). See the Course Schedule for more information. It is the student’s
responsibility to ensure that all tasks are completed AND submitted before the end of the
availability period.

There will be NO make-up activities, quizzes, exams or extra credit available for students. If a
student fails to complete and successfully submit an assessment in this course, there will be NO
opportunity for makeup or late acceptance. NO EXCEPTIONS will be made. Assessments,
excluding the final exam, are open and available for an eight day period, therefore university
approved absences are only valid if the absence is for the entire 8 day period. Any other reason is
not an excuse to extend due dates or times.

For all graded learning opportunity assignments, the instructor will provide feedback (through
a grading rubric or comments, etc.) within 7 days following the end of the availability period.
Students should not typically expect any feedback, other than a score on evaluation items
(exams) within the course. Evaluations are designed to determine the level of learning – not as
an opportunity for learning.

Ensure that the SUBMIT button is clicked for all assignments and that submission is confirmed
by the student, as late or missing submissions will receive a grade of 0. For Blackboard Safe
Assign submissions, make sure to go back to the assignment after submission to insure that it
was submitted. For Turnitin and Safe Assign, ensure that the submission is readable. No
exceptions will be made for assignments that cannot be opened and evaluated by the instructor.
Technical difficulties must be immediately reported to the instructor with a screen shot of the
issue. An email with the assignment will also be required at time of difficulty and must be before
the due date and time. Report of failure at a later time will result in no accommodation. Due to a
computer glitch, if an exam or assignment is open past the due date, students who submit after
the due date and time will not receive credit.

Having computer problems does not constitute a legitimate reason for not completing tasks in
the course, so students should plan accordingly to allow any time necessary to work out and
technical/computer problems they may encounter. The IT Department (742-HELP) should be
contacted for technical difficulties, not the instructor. Having access to reliable Internet
connections and a working computer is the student’s responsibility. A best practice is to turn on
the automatic save on a student’s computer so that work will not be lost if issues occur. Also,
saving on the Cloud is a best practice.

**IMPORTANT COURSE INFORMATION:**

1) **Exam: (submitted on Blackboard)**
   There is one cumulative final exam. The exam may be a mix of multiple choice,
calculations, fill in the blank, and essay questions. Exams are timed with forced completion
when the time expires. Close monitoring of time is important. The final exam is due at 5
p.m. CST on the last day the final exam period. Check the course schedule for exact dates/
No late submissions are accepted. Questions will be provided one at a time and students
must save their answer prior to moving to the next question. Students will be unable to
backtrack to previous questions. Students may only attempt an exam one time. If a student
has difficulty during the exam, contact the instructor immediately through email. If a
student is randomly ejected from the exam, often the only remedy is for the exam to be
reset, and the student must begin again with a new set of questions. If the student’s exam must be reset, and the remaining time prior to the due date and time is less than the allowable time, the student will only have the remaining time to complete the exam. Therefore, it is in a student’s best interest to not wait to take the exam. \textit{Students who earn 774 points, prior to the final exam, will be exempt from taking the final and earn an A in the course.}

\section*{2) Course Project: (Submitted on Blackboard)}

There are 11 parts included in the course project (the first two do not have points attached but are the basis for the remainder of the project). Each will be in association with the Lesson/Modules in ttu.hmbookstore.com, therefore attention must be paid during the Lesson/Modules. Attachments are used in several of the project parts. Safe assign only allows one document submission per student, per dropbox, so if multiple documents/forms are used, ensure that they are saved into one document for submission purposes. They can be saved as docx or pdfs. Make sure they can be opened after successful uploading.

\section*{3) Quizzes: (Submitted through Blackboard or HMBookstore)}

There are 11 quizzes in this course. The Basic Hotel Math/Revenue Management quiz will be launched on Blackboard. All Lesson/Module quizzes will be completed in ttu.hmbookstore.com. Students must complete the associated activity prior to taking the associated quiz. Student are allowed to two attempts on each quiz, except the Basic Hotel Math/Revenue Management Quiz. Since the questions are randomized, the quizzes will likely be different each time they are attempted. The average score for each Lesson/Module quiz will be recorded. No late submissions allowed.

\section*{4) Other Exercises: (submitted on Blackboard)}

There are three additional graded activities in this course. They are scenarios to which the students must determine their best response. Further information will be provided on Blackboard. The answers must be detailed and thoroughly discussed for maximum points. While there is no word minimum, the answers must be thorough and complete. Spelling and grammar, in addition to overall writing effort will be assessed in the grading. See the Formatting for all assignments tab on Blackboard for more information.
SUMMER 2018 DATES TO REMEMBER

Classes begin:
Summer I June 5
Summer II July 10

Last day to add a course:
Summer I June 6
Summer II July 11

Last day to drop a course & have charges removed without academic penalty:
Summer I June 8
Summer II July 13

Last day to drop a course with academic penalty:
Summer I June 25
Summer II July 30

Commencement Aug. 11
OPERATING POLICIES PERTAINING TO ALL COURSES

1. CLASSROOM CIVILITY

Attendance and class participation is expected at all class sessions. Higher grades cannot be expected unless the student has actively participated in class. It is your responsibility to attend each class session on time. Class starts promptly. If you must leave class earlier for any reason, you must inform the instructor at the beginning of the class for permission. Lack of attendance and participation may negatively affect the grade you receive in the class.

Students are expected to assist in maintaining a classroom environment which is conducive to learning. In order to assure that all students have the opportunity to gain from time spent in class, unless otherwise approved by the instructor, students are prohibited from engaging in any other form of distraction. Inappropriate behavior in the classroom shall result, minimally, in a request to leave class.

2. ACADEMIC INTEGRITY (OP 34:12):

Academic integrity is taking responsibility for one’s own work, being individually accountable, and demonstrating intellectual honesty and ethical behavior. Academic integrity is a personal choice to abide by the standards of intellectual honesty and responsibility. Because education is a shared effort to achieve learning through the exchange of ideas, students, faculty, and staff have the collective responsibility to build mutual trust and respect. Ethical behavior and independent thought are essential for the highest level of academic achievement, which then must be measured. Academic achievement includes scholarship, teaching and learning, all of which are shared endeavors. Grades are a device used to quantify the successful accumulation of knowledge through learning. Adhering to the standards of academic integrity ensures that grades are earned honestly and gives added value to the entire educational process. Academic integrity is the foundation upon which students, faculty, and staff build their educational and professional careers. For detailed information regarding these policies, see http://www.depts.ttu.edu/studentjudicialprograms/academicinteg.php

For further information regarding student policies at Texas Tech, see http://www.depts.ttu.edu/dos/handbook/

3. STUDENTS WITH DISABILITIES (OP 34.22)

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as possible to make necessary arrangements. Students must present appropriate verification from Student Disability Services during the instructor’s office hours. Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services office in 335 West Hall or call 806-742-2405.

For detailed information regarding Texas Tech’s Student Disability Services, see http://www.depts.ttu.edu/students/sds/
4. STUDENT ABSENCE FOR OBSERVANCE OF A RELIGIOUS HOLY DAY (OP 34:19)

1. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code §11.20.

2. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

A student who is excused under section 2 may not be penalized for the absence; however, the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

5. ABSENCE DUE TO OFFICIAL UNIVERSITY APPROVED TRIPS (OP 34.04)

Department chairpersons, directors, or others responsible for a student representing the university on officially approved trips must notify the student's instructors of the departure and return schedules. The instructor so notified must not penalize the student, although the student is responsible for material missed. Any student absent because of university business must be allowed to make up missed work within a reasonable span of time or have alternate grades substituted for work due to an excused absence. Students absent because of university business must be given the same privileges as other students; e.g., if other students are given the choice of dropping one of four tests, then students with excused absences must be given the same privilege.

Note: Optional activities, including travel activities, are excluded from the above policy if participation is optional and not a requirement of the university sponsored activity. This would include road shows, interviews, event participation, or specific extra credit course or program related activities.

6. CLASS COMPLETION

Please note that unsuccessful completion of this class or course completion of at least 60% of the semester, may result in repayment of all or part of your student financial aid. For further information, please contact Student Financial Aid, 806-742-3681, or finaid.advisor@ttu.edu.

7. RESOLVING STUDENT ISSUES

If you encounter an issue in this course you should follow the following chain of authority:

1. First discuss it with the instructor of the course in an attempt to resolve the issue.
2. If the issue is not resolved, or is something you do not feel comfortable discussing with the instructor, you should contact the Department Associate Chairperson.
3. Only after discussing the issue with the Associate Chairperson should you contact the Hospitality and Retail Management Department Chairperson.
Under no circumstances should you begin this process with the Chairperson or the Dean’s Office without first consulting the Associate Chairperson.

8. STATEMENT OF NONDISCRIMINATION

Neither the instructor nor any student in this class will discriminate or tolerate discrimination on the basis of age, color, disability, ethnicity, gender, national origin, race, religion, sexual
orientation, or veteran status. This policy extends to in class discussions, student essays, and all other forms of communication associated with this course, to include informal conversations within the classroom but outside the parameters of this course.

9. STATEMENT OF DIVERSITY

By its very design, this course engages texts that some students might find difficult and/or controversial. In this class, the instructor will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

10. EMERGENCY PROCEDURES

In the unlikely event of an emergency, students and faculty should follow the guidance provided at the website below. There is a possibility that this may include evacuation of the building or seeking shelter within the building.

http://www.depts.ttu.edu/hs/emergency_planning/index.php

http://www.depts.ttu.edu/communications/emergency/

11. TTU RESOURCES FOR DISCRIMINATION, HARASSMENT, AND SEXUAL VIOLENCE

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other Title IX violations are not tolerated by the University. Report any incidents to the Office for Student Rights & Resolution, (806)-742-SAFE (7233) or file a report online at titleix.ttu.edu/students. Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: TTU Student Counseling Center, 806-742-3674, https://www.depts.ttu.edu/scc/ (Provides confidential support on campus.) TTU Student Counseling Center 24-hour Helpline, 806-742-5555, (Assists students who are experiencing a mental health or interpersonal violence crisis. If you call the helpline, you will speak with a mental health counselor.) Voice of Hope Lubbock Rape Crisis Center, 806-763-7273, voiceofhopelubbock.org (24-hour hotline that provides support for survivors of sexual violence.) The Risk, Intervention, Safety and Education (RISE) Office, 806-742-2110, rise.ttu.edu (Provides a range of resources and support options focused on prevention education and student wellness.) Texas Tech Police Department, 806-742-3931, http://www.depts.ttu.edu/ttpd/ (To report criminal activity that occurs on or near Texas Tech campus.)

12. GRADE OF INCOMPLETE (I)

-The grade of Incomplete (I) is given only when a student’s work is satisfactory in quality but, due to reasons beyond his or her control, has not been completed. It is not given in lieu of an "F" or "W."
- The instructor assigning the grade will stipulate in writing, at the time the grade is given, the conditions under which the "I" may be removed.

- The grade of "I" will remain on the record until the faculty member submits a new grade.

- After one calendar year, "I" grades will change to a grade of "F."

- A form must be submitted prior to the end of the semester for each grade of "I."

- If a student repeats the course, the appropriate grade will be given for the second registration and the Office of the Registrar will replace the "I" with an "R."

13. OMBUDSMAN FOR STUDENTS

The Ombudsman for Students is available to assist students with any conflict or problem that has to do with being a student at Texas Tech University. You may visit the Ombudsman in 232E of the Student Union Building or call (806) 742-SAFE.