

KINGSBOROUGH COMMUNITY COLLEGE
The City University of New York

CURRICULUM TRANSMITTAL COVER PAGE

Department: _____ Date: _____

Title Of Course/Degree/Concentration/Certificate: _____

Change(s) Initiated: (Please check)

- | | |
|--|--|
| ☐ Closing of Degree | ☐ Change in Degree or Certificate |
| ☐ Closing of Certificate | ☐ Change in Degree: Adding Concentration |
| ☐ New Certificate Proposal | ☐ Change in Degree: Deleting Concentration |
| ☐ New Degree Proposal | ☐ Change in Prerequisite, Corequisite, and/or Pre-/Co-requisite |
| ☐ New Course | ☐ Change in Course Designation |
| ☐ New 82 Course (Pilot Course) | ☐ Change in Course Description |
| ☐ Deletion of Course(s) | ☐ Change in Course Title, Number, Credits and/or Hours |
| | ☐ Change in Academic Policy |
| | ☐ Pathways Submission: |
| | ☐ Life and Physical Science |
| | ☐ Math and Quantitative Reasoning |
| | ☐ A. World Cultures and Global Issues |
| | ☐ B. U.S. Experience in its Diversity |
| | ☐ C. Creative Expression |
| | ☐ D. Individual and Society |
| | ☐ E. Scientific World |
| ☐ Change in Program Learning Outcomes | |
| ☐ Other (please describe): _____ | |

PLEASE ATTACH MATERIAL TO ILLUSTRATE AND EXPLAIN ALL CHANGES

DEPARTMENTAL ACTION

Action by Department and/or Departmental Committee, if required:

Date Approved: 5 Sep 25 Signature, Committee Chairperson: M. D'Alessandro, Ph.D.

If submitted Curriculum Action affects another Department, signature of the affected Department(s) is required:

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

Date Approved: _____ Signature, Department Chairperson: _____

I have reviewed the attached material/proposal

Signature, Department Chairperson: M. D'Alessandro, Ph.D.



New Course Proposal Form

1. Complete the requested course information in the table below. Indicate “**NONE**” where applicable.

*For Assignment of New Course Number, contact **Academic Scheduling**.

Department:	Tourism and Hospitality			
Course Designation/Prefix:	TAH			
*Course Number:	4700			
Course Title:	Tourism and Hospitality Sales			
Course Description: (Description should include language similar to Course Learning Outcomes)	This course teaches students the fundamental skills and techniques for a successful career in sales within the Tourism and Hospitality industry. Students learn how to interact with customers through verbal and written communication to manage the sales process. Using real-world scenarios, students learn about sales strategies for different Tourism and Hospitality industry sectors.			
Prerequisite(s):				
Corequisite(s):				
Pre-/Co-requisite(s):	TAH 100			
Indicate if: - Open ONLY to Select Student Population(s) OR - Specific Student Population(s) are RESTRICTED from enrollment in the course Specify Population				
Frequency course is to be offered (Select All that Apply)	X Fall	☐ Winter	X Spring	☐ Summer
Suggested Class Limit:				
Indicate if a special space, such as a lab, and/or special equipment will be required:				
Faculty Information:				
Are there currently faculty within the Department available to teach this course?	X Yes* ☐ No*			
Does this course require the faculty member to have a specific credential?	☐ Yes* X No			
*If yes, please provide a Staffing Plan (see #13)				

Does this course provide an imbedded Microcredential or Industry Certification?	☐ Yes ☒ No
If yes, please include relevant information	

2. Credits and Hours based on MSCHE Guidelines for *College Credits Assigned for Instructional Hours* - *Hours are based on hours per week in a typical 12-week semester (Please check **ONE** box based on credits):

1-credit:	☐ 1 hour lecture ☐ 2 hours lab/field/gym
2-credits:	☐ 2 hours lecture ☐ 1 hour lecture, 2 hours lab/field ☐ 4 hours lab/field
3-credits:	☒ 3 hours lecture ☐ 2 hours lecture, 2 hours lab/field ☐ 1 hour lecture, 4 hours lab/field ☐ 6 hours lab/field
4-credits:	☐ 4 hours lecture ☐ 3 hours lecture, 2 hours lab/field ☐ 2 hours lecture, 4 hours lab/field ☐ 1 hour lecture, 6 hours lab/field ☐ 8 hours lab/field
More than 4-credits: ☐ Number of credits: ____ (explain mix lecture/lab below) ____ Lecture ____ Lab Explanation: _____	

3. **Where** does this course fit? Select from the following:

☒ Degree Program(s)/Certificate(s)*	List Degree Program(s)/Certificate(s): 1. AAS Tourism and Hospitality - Major Requirement 2.
☐ General Education/Pathways	Select ONE of the following: ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) ☐ Creative Expression (Group C) ☐ Individual and Society (Group D) ☐ Scientific World (Group E)

☐ 82XX Pilot/Experimental Course	If proposed as a “real” course, where will this course fit? Select from the following: List Degree Program(s)/Certificate(s): 1. 2. Select ONE of the following: ☐ Life and Physical Science (LPS) ☐ Math and Quantitative Reasoning (MQR) ☐ World Cultures and Global Issues (Group A) ☐ U.S. Experience in its Diversity (Group B) ☐ Creative Expression (Group C) ☐ Individual and Society (Group D) ☐ Scientific World (Group E)
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***If Degree Program/Certificate is Selected:**

- Include an updated **Curricular** Map (Program Learning Outcomes) for each Degree Program/Certificate listed above.
- Include an updated Degree Map (semester-by-semester course sequence) for each Degree Program/Certificate listed above. For Degree Map template, contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

The Following NYSED Guidelines must be adhered to for **ALL** Degree Programs:

45 credits of Liberal Arts (General Education) course work for an Associate of Arts Degree (AA)
 30 credits of Liberal Arts (General Education) course work for an Associate of Science Degree (AS)
 20 credits of Liberal Arts (General Education) course work for an Applied Associate of Science (AAS)

Additional Separate Submissions Required:

1. Curriculum Transmittal Cover Page indicating a “Change in Degree or Certificate”
2. Memo with rationale for inclusion of the course within the curriculum
3. “Current” Degree with all proposed deletions (strikeouts) and additions (bolded) clearly indicated
4. “Proposed” Degree, which displays the degree as it will appear in the *College Catalog*

For a copy of the most up-to-date Degree/Certificate requirements contact Amanda Kalin, ext. 4611, Amanda.Kalin@kbcc.cuny.edu

If General Education/Pathways is Selected:

- [Please refer to NYSED Guidelines for courses that are considered Liberal Arts \(General Education\).](#)
- Pilot/Experimental/82XX courses CANNOT be submitted for Pathways until they are submitted as a “real” course.

Additional Separate Submissions Required:

1. Curriculum Transmittal Cover Page indicating BOTH “New Course” and “Pathways”
2. CUNY Common Core Pathways Submission Form

4. **List the Course Learning Outcomes:** – Course Learning Outcomes are measureable/demonstrable, containing “**action verbs**” (Blooms Taxonomy). If proposed to PATHWAYS, the Course Learning Outcomes should *significantly* align with the Pathways Learning Outcomes (refer to the Pathways Common Core Submission Form for Pathways Learning Outcomes). If proposed for a Degree program, the course should align with the Program Learning Outcomes (PLOs). **REMINDER** – Course Learning Outcomes are consistent for **ALL sections** of the same course and **MUST** be included on the syllabus.

Course Learning Outcomes
1. Describe the role and responsibilities of a sales professional within the tourism and hospitality industry.
2. Explain the key stages of the professional sales process, from prospecting to closing.
3. Analyze customer needs and buying motives to develop practical sales approaches.
4. Evaluate different sales strategies and their application across various tourism and hospitality industry sectors.

5. **Assessment of Course Learning Outcomes:** The Course Learning Outcomes are measurable/demonstrable through the below listed sample assignments/activities. Include percentage breakdown for grading. **REMINDER** - Assessment of Course Learning Outcomes are based on a **Common Syllabus** – to allow for any qualified instructor to teach the course.

Course Learning Outcome	Percentage of Grade	Measurement of Learning Outcome (Artifact/Assignment/Activity)
1. Assignments	60%	Assignment and Activities
2. Midterm	20%	Test
3. Final	20%	Test

6. **Who** is expected to enroll in this course? Please provide details for the student population(s), degree program(s)/certificate(s), and applicable concentration(s), this course is expected to address.

Tourism and Hospitality majors are expected to enroll in the course. The course will be included as a major requirement in the curriculum.

7. Explain **why** this course is a necessary addition to the curriculum. **REMINDER** – Explain the course’s role within the selected Pathways Group or Degree program – How does this course meet the Program Learning Outcomes (PLOs)? Was the course a recommendation from a recent Academic Program Review (APR), Advisory Board, Accrediting Body, etc.? How might this course help students upon transfer to a baccalaureate program or transition into a career/workforce after KCC?

The current Tourism and Hospitality curriculum provides students with a foundation in industry operations, management principles, and marketing theory. However, a gap exists between understanding industry concepts and possessing the practical skills to generate revenue. While students learn what is sold and how it is promoted, they are not taught how to sell. Sales are important for financial success for any hospitality or tourism business. The proposed course is designed to bridge theoretical knowledge and professional application, into actionable sales techniques.

Tourism and Hospitality Sales will equip students with the essential, high-demand skills of prospecting, qualifying leads, conducting sales presentations, negotiating, and closing deals. The course will create a link with the existing curriculum, allowing students to apply knowledge from other classes in a practical context. This course directly supports most of the program's learning outcomes by focusing on the sales process, integrating modern technologies like CRM software, emphasizing a service-based sales approach, and developing core competencies in communication, analysis, and research.

8. **Transfer** – Provide a general explanation of the transferability of this course. Address all of the following in your explanation:
- Will this course meet a specific **degree requirement** in the equivalent baccalaureate program? Include the institution, degree program, and course equivalency.
 - Will this course serve as the equivalent of a freshman/sophomore course (100/200 level)?
 - Do we currently have an Articulation Agreement established (see current [Articulation Agreements](#)) with the transfer institution for the equivalent degree program? If you have a tentative Articulation Agreement/Communication with Chair at the transfer institution, please include.

With an AAS degree in Tourism and Hospitality, many students in the program graduate and enter the industry to start their careers. Strong sales skills are important as they directly contribute to a company's growth and profitability. The new Tourism and Hospitality Sales course provides this critical training, giving our students a distinct advantage in the job market. Furthermore, the specialized techniques and strategies they master can serve as a foundation for career advancement and leadership opportunities.

For students who want to continue their studies locally, the course can be transferable within CUNY and possibly outside CUNY. Although there is no direct Tourism and Hospitality Sales course at the Bachelor's level within CUNY, the course can be comparable to other sales courses being offered:

Brooklyn College: BUSN. 3125 - Principles of Selling

NYC College of Technology: MKT 1102 - Principles of Selling

Outside of CUNY, the course becomes comparable within Tourism and Hospitality:

St. John’s University: IHM 104: Marketing and Sales in International Hospitality Management

New York Institute of Technology: HOSP 130: Front Office Sales and Management

9. Will adding the course potentially **conflict** with other courses – in content or subject matter – offered in either your Department or in *another* Department? If it will, please explain **how** and indicate **why** the course is still necessary.

N/A

10. Proposed textbook(s) and/or other required instructional material(s), including open educational resources (OER)– Please include any supplemental/recommended materials/texts to allow for **any** qualified instructor to teach the course:

The course uses Open Educational Resources. All required readings, and additional material will be provided by the instructor. Recommended materials are The Power of Selling, Selling Skills for Complete Amateur: The Art of Selling, and Hotel convention Sales, Services, and Operations.

11. **Attach a Common Syllabus** that includes the Topical Course Outline for the 12-week semester. This should be **specific** and **explicit** regarding the topics covered and should contain the detailed sample assignments/activities being used to measure the Course Learning Outcomes. **REMINDER** – be mindful to focus on the Course Learning Outcomes, Course Content, and Assessment.

12. Selected Bibliography and Source materials:

OER Textbook/Free Online Books in Kingsborough Library:

- Richmond, K. (2010). The power of selling. Saylor Foundation.
<https://open.umn.edu/opentextbooks/textbooks/42> or <https://opened.cuny.edu/courses/the-power-of-selling>
- Etherington, Bob. Selling Skills for Complete Amateur: The art of selling, Marshall Cavendish International (Asia) Private Limited, 2008. ProQuest Ebook Central,
<https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=798417>.
- Golden-Romero, P. (2011). Hotel convention sales, services, and operations. Taylor & Francis Group. ProQuest Ebook Central, <https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=294179>.

13. **Staffing Plan** – please provide a staffing plan if there are currently **no faculty** within the Department available to teach this course or who do not have the required credential to teach this course.

The current TAH faculty can teach the course.

TAH 4700 - Tourism and Hospitality Sales Syllabus [Semester] Sample

TITLE: **TAH 4700** – Tourism and Hospitality Sales
Pre-/ Co-requisite: TAH 100
Hybrid Course
Face-to-Face: (Dates and Times)
Online (Asynchronous)

INSTRUCTOR: Name
 Email
 Office:
 Telephone:
 Office Hours:

If you need to meet at a time other than the posted office hours, please email me to schedule an appointment.

Textbook Information

The course uses Open Educational Resources. All required readings, and additional material will be provided by the instructor. Please see “Instructor Resources” for materials that can be used within the course.

Course Description

This course teaches students the fundamental skills and techniques for a successful career in sales within the Tourism and Hospitality industry. Students learn how to interact with customers through verbal and written communication to manage the sales process. Using real-world scenarios, students learn about sales strategies for different Tourism and Hospitality industry sectors.

3 Credits, 3 hours

Course Learning Objectives

Upon completion of the course, students will be able to:

- Describe the role and responsibilities of a sales professional within the tourism and hospitality industry.
- Explain the key stages of the professional sales process, from prospecting to closing.
- Analyze customer needs and buying motives to develop practical sales approaches.
- Evaluate different sales strategies and their application across various tourism and hospitality industry sectors.

Course Organization

This Tourism and Hospitality Sales course is offered as a hybrid course. We will meet face-to-face on (Date, time, and location). The rest of the course will take place online in Brightspace and will be asynchronous. Assignments, projects, and additional course information will be posted to Brightspace. Students will be required to use Brightspace to participate in this course. Any changes will be announced through a Brightspace announcement. Students are expected to check Brightspace, especially the Announcements section, frequently.

Due Dates

This course is divided into 12 weeks, and finals week (see Course Outline below), each having a start date and an end date. Material for each unit will be available on Brightspace at 12:01 a.m. on the hybrid date of the unit. All tasks for a unit must be completed and submitted by the due date (11:59 p.m.). Please note that the CUNY Brightspace clock is set to U.S. Eastern Standard time. All times referred to in this course will be marked by the Brightspace clock and will, therefore, be U.S. Eastern Standard Time. “Receipt” of work will be defined as CUNY’s Brightspace system “timestamp” or, if email submission is indicated, the professor’s email “timestamp.” If you are not on the East Coast of the U.S., beware that both time stamps reflect Eastern Standard Time.

Late/Missed Work Policy:

All assignments will be due by the listed due date. If you have a situation that will impact your ability to complete your assignment, you must inform me prior to the due date and we can attempt to find an alternative solution. From time to time, we all have unexpected circumstances; however, I ask that you do not abuse this privilege. I try to be as fair as possible since life often takes unexpected turns that prevent us from timely accomplishments. We just don’t want this to become a habit.

Missed work, which is any work not submitted by its deadline without having made arrangements for an extension prior to the due date, will result in a zero grade for that task.

Grading Criteria:

Assignments	60%
Midterm	20%
Final	20%

Important Information

- Academic Integrity (“Plagiarism”): The following is an excerpt from the KCC Academic Integrity Policy, "To reach academic success, one needs to uphold the 5 core values of honesty, trust, fairness, respect and responsibility. Failure to do so may result in charges of academic dishonesty. Academic dishonesty is prohibited by CUNY and Kingsborough

Community College and is punishable by penalties, including failing grades, suspension, and expulsion. Examples of academic dishonesty include, but are not limited to, cheating, plagiarism, internet plagiarism, obtaining unfair advantages, and falsification of records."

- KCC's Academic Integrity Policy:
https://www.kbcc.cuny.edu/studentaffairs/student_conduct/academic_integrity.html
 - CUNY's Academic Integrity Policy:
<http://www.cuny.edu/about/administration/offices/legal-affairs/policies-resources/academic-integrity-policy/>
 - As a CUNY and Kingsborough Community College student, you are responsible for knowing and adhering to this policy. If the policy is unclear to you, speak to a professor or academic counselor. To avoid inadvertent plagiarism, make sure that you always cite the source where you found your material.
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- **Student Services:** If you experience difficulty in a course for any reason, please don't hesitate to consult with me. In addition to the resources of the academic departments, a wide range of services is available to support you in your efforts to meet course requirements and succeed in college. A few essential offices are
 - Counseling Resource Center, D102, (718) 368-5975;
 - Access-Ability Services, D205, (718) 368-5175;
 - Reading and Writing Center, L219, (718) 368-5405.
 - **Civility in the Classroom:** Kingsborough Community College is committed to the highest standards of academic and ethical integrity, acknowledging that respect for self and others is the foundation of educational excellence. Civility in the classroom and respect for the opinions of others is essential in an academic environment. It is likely you may not agree with everything which is said or discussed in the classroom, yet courteous behavior and responses are expected. Therefore, in this classroom, any acts of harassment and/or discrimination based on matters of race, gender, sexual orientation, religion, and/or ability are not acceptable. Whether we are students, faculty, or staff, we have a right to be in a safe environment, free of disturbance, and civil in all aspects of human relations.
 - **Changes to the Syllabus:** I reserve the right to alter the course syllabus at any time. An official announcement will be posted on the announcements section on Blackboard when the syllabus has been changed.

TAH 4700 – Tourism and Hospitality Sales *

Topics to be covered (The topics/schedules are subject to change based on the needs of the class)

***This Topical Outline includes a spring break for the instructor to be able to shift around topics based on winter and spring break.**

Week 1	Date	• Introduction to TAH Sales ○ Introduction to the course, requirements, and the role of sales in TAH • Assignment ○ Students will find an online job posting for a sales position within a tourism or hospitality sector (e.g., Hotel Sales Manager, Event Sales Coordinator, Tour Operator Sales Rep). They will post a link to the job and summarize the key roles and responsibilities, connecting them to the course description (graded).
Week 2	Date	• Understanding the Market and Buyer ○ Identifying buyer personas and understanding motivations • Assignment/Activity ○ Students will choose a specific TAH business (e.g., a downtown convention hotel, an adventure tour company, a wedding venue) and create a detailed profile of one of its key buyer personas (e.g., a corporate meeting planner, a recent retiree, a bride-to-be). This profile should analyze the persona's needs, motivations, and buying habits (graded).
Week 3	Date	• Prospecting and Qualifying ○ Lead generation techniques, building a prospect list, and qualifying leads • Assignment/Activity ○ Using their Buyer Persona profile from Week 2 as a guide, students will use online tools (like LinkedIn, professional association websites, or Google) to build a list of 10 real-world, qualified prospects. For each prospect, they must write a 1-2 sentence justification explaining why they meet the qualifying criteria (graded).
Week 4	Date	• The Sales Process & Communication ○ Steps of the sales call, building rapport, effective listening, and presentation skills • Assignment/Activity

		○ The students will be provided a script between a salesperson and a potential buyer. The students will have to answer questions in a written assignment about the sales process (graded).
Week 5	Date	• Foundational Selling Techniques ○ Consultative selling, solution selling, and relationship selling • Assignment/Activity ○ Students will analyze a scenario to identify which selling technique was used (consultative, solution, etc.) and evaluate its effectiveness in a written assignment (graded).
Week 6	Date	• Crafting Proposals ○ Structuring a value proposition and writing a professional proposal • Assignment/Activity ○ Students will develop a professional sales proposal in a 2-3 page paper which will include a minimum of 2-3 cited sources (graded).
Week 7	Date	• Midterm Exam ○ Multiple choice exam
Week 8	Date	• Spring Break/Thanksgiving Break (depending on the semester)
Week 9	Date	• Handling Objections & Negotiation ○ Identifying common objections, strategies for resolution, and negotiation tactics • Assignment/Activity ○ Students will respond to common sales objections within the industry in a written assignment (graded).
Week 10	Date	• Closing the Sale & Follow-Up ○ Closing techniques, post-sale relationship management, and securing repeat business • Assignment/Activity ○ Students will be provided with three short scenarios where a sale is ready to be closed. For each scenario, in 200 to 300 words, students must write how they would close the deal using an appropriate closing technique (graded).

Week 11	Date	• CRM & Sales Technology ○ Using CRM, leveraging social media for sales, and sales analytics • Assignment/Activity ○ Students will choose one type of sales technology relevant to the tourism and hospitality industry and answer questions in a written assignment (graded).
Week 12	Date	• Applied Sales Strategies for TAH Sectors ○ Hotel & lodging sales, group and event sales, and tour package sales • Assignment/Activity ○ Students will choose a sector within the industry and answer questions based on the sales strategies for that sector in a written assignment (graded).
Final Week	Date	• Final Exam ○ Multiple choice

Instructor Resources:

OER Textbook/Free Online Books in Kingsborough Library:

- Richmond, K. (2010). The power of selling. Saylor Foundation.
<https://open.umn.edu/opentextbooks/textbooks/42> or
<https://opened.cuny.edu/courses/the-power-of-selling>
- Etherington, Bob. Selling Skills for Complete Amateur: The art of selling, Marshall Cavendish International (Asia) Private Limited, 2008. ProQuest Ebook Central,
<https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=798417>.
- Golden-Romero, P. (2011). Hotel convention sales, services, and operations. Taylor & Francis Group. ProQuest Ebook Central,
<https://ebookcentral.proquest.com/lib/kbcc-ebooks/detail.action?docID=294179>.

Additional information about Assignments, Midterm and Final

- Assignments can range from professional sales proposal (2-3 pages with cited sources), responses to scenarios within the field 500 words minimum, or application of theory to real-world scenarios (1 page with cited sources).

- The Midterm can be a multiple-choice exam or a detailed sales scenario. The students can analyze the client's needs, identify the buyer persona, and write a detailed outline of a sales proposal and initial outreach email.
- The Final exam can be multiple choice, or students will record and submit a 5-7 minute video of themselves delivering a sales pitch. The pitch should be directed at their buyer persona (Week 2), use their proposal as a guide (Week 6), and incorporate techniques for handling an objection and closing the sale. This serves as a cumulative assessment of all course learning objectives.