

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: IV
Syllabus with effect from: November/December-2012

Paper Code: UM04CBBH05	Total Credit: 3
Title Of Paper: Marketing Management for Hospitality & Tourism	

Unit	Description in detail	Weighting (%)
I	Introduction to Marketing and Marketing Management Meaning & Concept of Marketing and Marketing Management Importance Scope of Marketing (10 entities) Company Orientations towards the market place (Six Competing Concepts)	25 %
II	Marketing Mix – Targeting and Positioning Four P Components of Marketing Mix in detail Market Targeting (Effective segmentation criteria), Measurable, Substantial, Accessible, Differentiable, Actionable Positioning	25 %
III	Segmentation and Product Life-Cycle Geographic Demographic Psychographic Behaviour Product Life-Cycle Introduction Growth Maturity Decline	25%
IV	Product, Pricing, Promotion and Place Decisions Product Decision: Concept, Line, Length, Width, Depth Pricing Decision: Meaning and Concept Promotion: Meaning and Concept Place: Meaning and Concept	25%

Basic Text & Reference Books:

- Marketing Management by Philip Kotler
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenakshi

