

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Hospitality Management) (3 Years)
Semester: III
Syllabus with effect from: June-2016

Paper Code:	UM03CBBH07	Total Credit: 3
Subject Title:	Marketing Management for Hospitality & Tourism	

Unit	Description in Detail	Weightage (%)
I	Introduction to Marketing and Marketing Management <ul style="list-style-type: none"> • 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 and Product Life-Cycle <ul style="list-style-type: none"> • Four P Components of Marketing Mix in detail Product Life-Cycle <ul style="list-style-type: none"> • Introduction • Growth • Maturity • Decline 	25%
III	Segmentation and Targeting and Positioning <ul style="list-style-type: none"> • Geographic • Demographic • Psychographic • Behavior Targeting and Positioning <ul style="list-style-type: none"> • Market Targeting (Effective segmentation criteria), Measurable, Substantial, Accessible, Differentiable, Actionable Positioning 	25%
IV	Introduction to Services Marketing <ul style="list-style-type: none"> • What is a service? • Why Services Marketing? • Services Dominate the Modern Economy • Intangibility, Inseparability, Variability, Perishability • Management Strategies for Service Businesses • Managing Differentiations, Service Quality, Tangibilizing the product • Managing Physical Surroundings • Managing Employees as a part of the product and managing consistency. 	25%

Basic Text & Reference Books:

- Marketing Management by Philip Kotler
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenak
- Services Marketing (People, technology, Strategy) -Christopher Lovelock, WirtZ and Jayanta Chatterjee-PEARSON
- Services Marketing –Text and Cases - Harsh Verma- P EARSON
- Services Marketing , K.RMR – PEARSON
- Marketing for H and T – Philip Kotler, John T. Bowen, James C. Makens