

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Hospitality Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
SEMESTER – III
Syllabus with effect from: June-2019

Paper Code:	UM03DBBH21	Total Credit: 3
Subject Title:	Marketing Management for Hospitality & Tourism	
Objectives: The Study of Marketing Management is important in the Students of Management and Commerce and hence, for the students of Hospitality and Tourism Management, it becomes imperative to have subject knowledge. Keeping in mind the nature of both the industries, we propose to give them an exposure to the subject which is relevant to the respective industries.		

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%

Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

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