



BBA (HONS') (Hospitality Management)
(3 Years) (Hospitality Management) Semester (III)
(Under Choice Based Credit System Based on UGC Guidelines)

Course Code	UM03DBBH71	Title of the Course	Marketing Management for Hospitality & Tourism
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	To learn the Marketing Management skills for the Hospitality and Tourism industry.
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Course Content		
Unit	Description	Weightage* (%)
1.	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 marketplace (Six Competing Concepts)	25%
2.	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%
3.	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%





4.	Introduction to Services Marketing <ul style="list-style-type: none">• What is a service?• Objectives of Services Marketing• Intangibility, Inseparability, Variability, Perishability• Management Strategies for Service Businesses• Marketing for tourism services• Managing Employees as a part of the product and managing consistency.	25%
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Teaching-Learning Methodology	Theory lecture
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To understand the different types of services of marketing
2.	To learn about Marketing management and its strategies

Suggested References:	
Sr. No.	References
1.	Marketing Management by Philip Kotler
2.	Marketing for H and T – Philip Kotler, John T. Bowen, James C. Makens
3.	Service Marketing- K Rama Mohana Rao





On-line resources to be used if available as reference material

Online Resources

<https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>

<https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/amp/>

