

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Honours) (Tourism and Travel Management) (3 Years)**  
**Semester: III**  
**Syllabus with effect from: June-2019**  
**(Under Choice Based Credit System Based on UGC Guidelines)**

<b>Paper Code:</b>	<b>UM03DBBT21</b>	<b>Total Credit: 3</b>
<b>Subject Title:</b>	<b>Marketing Management for Hospitality &amp; Tourism</b>	

**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.

**Theory:**

<b>Unit</b>	<b>Description in Detail</b>	<b>Weightage (%)</b>
<b>I</b>	<b>Introduction to Marketing and Marketing Management</b> <ul style="list-style-type: none"> <li>• Meaning &amp; Concept of Marketing and Marketing Management</li> <li>• Importance</li> <li>• Scope of Marketing (10 entities)</li> <li>• Company Orientations towards the market place (Six Competing Concepts)</li> </ul>	<b>25</b>
<b>II</b>	<b>Marketing Mix and Product Life-Cycle</b> <ul style="list-style-type: none"> <li>• Four P Components of Marketing Mix in detail</li> </ul> <b>Product Life-Cycle</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Growth</li> <li>• Maturity</li> <li>• Decline</li> </ul>	<b>25</b>
<b>III</b>	<b>Segmentation and Targeting and Positioning</b> <ul style="list-style-type: none"> <li>• Geographic</li> <li>• Demographic</li> <li>• Psychographic</li> <li>• Behavior</li> </ul> <b>Targeting and Positioning</b> <ul style="list-style-type: none"> <li>• Market Targeting (Effective segmentation criteria), Measurable, Substantial, Accessible, Differentiable, Actionable Positioning</li> </ul>	<b>25</b>
<b>IV</b>	<b>Introduction to Services Marketing</b> <ul style="list-style-type: none"> <li>• What is a service?</li> <li>• Why Services Marketing?</li> <li>• Services Dominate the Modern Economy</li> <li>• Intangibility, Inseparability, Variability, Perishability</li> <li>• Management Strategies for Service Businesses</li> <li>• Managing Differentiations, Service Quality, Tangibilizing the product</li> <li>• Managing Physical Surroundings</li> <li>• Managing Employees as a part of the product and managing consistency.</li> </ul>	<b>25</b>

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

**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