

Effective from A.Y: 2018-19

**Learning objective:** To have competence in using marketing tools to make and implement marketing decisions.

**Course Methodology:**

Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning

**Syllabus:**

<b>UNIT 1: Fundamentals of marketing management</b>	<b>12 Hours</b>
Approaches to the study of marketing, evaluation, 8 P's of marketing mix, components of tourism and hospitality product, market component of tourism and heritage, and distribution channels.	
<b>UNIT 2: Tourism Product</b>	<b>6 Hours</b>
Product life cycle, Product decisions, Branding, brand strategies, packing decisions, Tourism Area Life Cycle, Product Positioning and Product Pricing	
<b>UNIT 3: Customer Relationship Management</b>	<b>6 Hours</b>
Consumer Behaviour, Tourist Behaviour, Buying Behaviour, Creating customer values, Customer satisfaction, Building customer loyalty, Measuring Customer Satisfaction, and Loyalty Programmes	

**Suggested Readings:**

1. Philip Kotler, John T. Bowen , James Makens , Seyhmus Baloglu. 'Marketing for Hospitality and Tourism', (Latest edition), Pearson, New Delhi.
2. Manjula, Chaudhary. 'Tourism Marketing', (Latest edition), Oxford University Press India, Bangalore
3. Kotler, Philip. 'Marketing Management - Analysis, Planning and Control', (Latest edition), Prentice Hall India, New Delhi.
4. Ramaswamy, V. S. and Namakumari, S. 'Marketing Management', (Latest edition), MacMillan India, New Delhi.

**Learning outcomes:**

The learner will be able to:

1. Understand the components of products.
2. Identify the strategies implemented by tourism sector to retain customers.