

Programme: Integrated MBA Hospitality, Travel and Tourism

Course Code: BBCB001

Number of Credits:2

Title of the Course: Marketing Management I

objectives:

At the end of the course, the students would have competence in understanding and using Marketing Frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing.

Contents:

Role of Marketing, Needs, Wants and Demands. Marketing Management Process.(6Hrs)

• Marketing Environment: Importance of Marketing Environment, Internal Environment, External Environment - Micro Environment - Macro Environment (10Hrs)

• Marketing Mix for Products & Services(5Hrs)

Consumer Behaviour and Consumer markets: (4Hrs)

Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation. (5 Hrs)

Pedagogy:

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.

Suggested Readings:

1. Kotler Philip, Keller Kevin, Koshy Abraham, and JhaMithileshawar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, 13th edition or later.
2. Ramaswami, Namkumari; 'Marketing Management', Tata McGraw Hill, latest edition