

<b>Programme: Integrated MBA Hospitality, Travel and Tourism</b>	
<b>Course Code:</b> BBCB001	<b>Number of Credits:</b> 2
<b>Title of the Course:</b> Marketing Management I	
<p>objectives:</p> <p>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.</p>	
<p>Contents:</p> <p>Role of Marketing, Needs, Wants and Demands. Marketing Management Process.(6Hrs)</p> <ul style="list-style-type: none"> <li>• Marketing Environment: Importance of Marketing Environment, Internal Environment, External Environment - Micro Environment - Macro Environment (10Hrs)</li> <li>• Marketing Mix for Products &amp; Services(5Hrs)</li> </ul> <p>Consumer Behaviour and Consumer markets: (4Hrs)</p> <p>Segmentation, Targeting and Positioning, types of segmentation, basis for Segmentation. (5 Hrs)</p> <p>Pedagogy:</p> <p>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.</p> <p>Suggested Readings:</p> <ol style="list-style-type: none"> <li>1. Kotler Philip, Keller Kevin, Koshy Abraham, and JhaMithileshawar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, 13th edition or later.</li> <li>2. Ramaswami, Namkumari; 'Marketing Management', Tata McGraw Hill, latest edition</li> </ol>	