

BTTM103

Introduction to Marketing

Programme: Bachelor in Tourism and Travel Management (BTTM 16)**Year / Semester:** 1st Semester**Objective:** To impart knowledge and develop thinking towards the dynamic, challenging and innovative marketing of Tourism.

Block 1 : Introduction to Marketing	
Unit 1	Market and Marketing : Meaning, Nature and Scope
Unit 2	The Key 'Ps' of Marketing
Unit 3	Product Marketing and Service Marketing - Commonalities and Differentiations
Block 2 : Significance of 'Research' and 'Professionalism' in Marketing	
Unit 4	Marketing Information System and Market Research
Unit 5	Concept of Market Segmentation and Market Targeting
Unit 6	Analysis of Consumer's Buying Behaviour
Unit 7	Market Research and Fore casting Market Demand
Block 3 : Designing Marketing Strategies	
Unit 9	Competitive Differentiation and Product Positioning
Unit 10	New Product Development Strategies
Unit 11	Marketing Strategies at different stages of product Life Cycle
Unit 12	Product Pricing Strategies - Product Levels, Product Issues, Brand Decisions and Product Pricing
Unit 13	Distribution Channel Strategies - Nature and Importance of Distribution Systems; Channel design decisions and Channel Management Decisions
Block 4 : Planning and Controlling Marketing Programs	
Unit 14	Planning Marketing Programmes: Product line, Product Mix, Branding, Packaging, and Management of Distribution.
Unit 15	Designing Communication and Promotion Mix - Steps in developing Effective Communication Advertising Strategies - Major Decisions in Advertising
Unit 16	Sales Promotion - Selecting, Developing and Implementing Sales Promotion Strategies
Unit 17	Public Relation - Public Relation Process, Major tools in Marketing Public Relations, Public Relations Opportunities for Hospitality Industry