

Programme Name and Code: Master of Tourism and Travel Management (MTTM-24)

Course Name and Code: Introduction to Tourism Marketing (MTTM-103)

Semester: 1st

Objectives:

- To expose the students to concepts and components of marketing;
- To acquaint them with tourism-specific marketing skills.
- To familiarise them with the contemporary marketing practices.

Block-1 Introduction to Marketing	
Unit-1	Nature's importance and core concept of Marketing
Unit-2	Different Orientation towards market place and Marketing Philosophies (Product Oriented, Market Oriented and Societal)
Unit-3	Marketing management process
Unit-4	Service marketing - unique features & challenges, Applicability of Marketing principles with particular reference to the Travel and Hospitality industry
Block-2 Marketing Analysis and Research	
Unit-5	Marketing Information System and Market Research
Unit-6	Measuring/Forecasting Market Demand
Unit-7	Analysis of Consumer's Buying Behaviour
Unit-8	Concept of Market Segmentation and Market Targeting
Block-3 Designing Marketing Strategies	
Unit-9	Marketing Mix: Design and Development
Unit -10	Competitive Differentiation and Product Positioning
Unit-11	New and Innovative Product Development Strategies
Unit-12	Concept of PLC and related Strategies
Block-4 Planning and Controlling Marketing Programmes	
Unit-13	Product Strategies - Product Levels, Product Issues, Brand Decisions

Unit-14	Pricing Strategies - Pricing Product, Considerations and Approaches
Unit-15	Distribution Channel Strategies - Nature and Importance of Distribution Systems; Channel design decisions, Channel Management Decisions
Unit-16	Sales Promotion - Selecting, Developing, Implementing and Monitoring Sales Promotion Strategies

Suggested Readings:

- Chaudhary Manjula, Tourism Marketing, Oxford University Press, New Delhi.
- Holloway J.C. and Plant R.V. Marketing for Tourism Pitman, London.
- Jha S.M. – Tourism Marketing, Himalaya Publications, India.
- Middleton, V. T. C., Marketing in Travel and Tourism, Heinemann, Oxford.
- Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism, Pearson Education, Delhi.