

## MTTM 103

Introduction to Marketing

**Programme:** Master of Tourism & Travel Management (MTTM 16)

**Year / Semester:** 1st Semester

### Objectives

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

<b>Block 1 Introduction to Marketing</b>	
Unit 1	Nature 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 special reference to Travel and Hospitality industry
<b>Block 2 Marketing Analysis and Research</b>	
Unit 5	Marketing Information System and Market Research
Unit 6	Measuring / Fore casting Market Demand
Unit 7	Analysis of Consumer's Buying Behaviour
Unit 8	Concept of Market Segmentation and Market Targeting
<b>Block 3 Designing Marketing Strategies</b>	
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
<b>Block 4 Planning and Controlling Marketing Programs</b>	
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