



AMITY UNIVERSITY

— UTTAR PRADESH —

COURSE CURRICULUM

Course Title: MARKETING HOSPITALITY & TOURISM

Course Code: TTA124

Credit Units: 3

Course Level: UG

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	1	-	-	3

Course Objectives:

- To familiarize the students with the Principles of Marketing and Sales and their applicability in the Travel Market.
- To achieve this objective, case study method is adopted to create real life situations in the classroom.
- This course also aims at producing Managerial Capabilities in the Potential Managers required by the Travel Trade. .

Pre-requisites: Nil

Course Contents/Syllabus:

		Weightage%
1	Module I Descriptors/Topics	
	Introduction: Introduction to Market, types of markets,. Definition Concept & Evolution, nature, scope and importance of marketing, 7ps of marketing. Market segmentation and positioning;	20
2	Module II Descriptors/Topics	
	Concept of a product; PLC ,Branding; Packaging and labelling; Tourism Product life cycle, New product development	20
3	Module III Descriptors/Topics	
	Pricing Decisions: Factors affecting price determination Pricing; strategic; Discounting in Tourism and hospitality business	20

4	Module IV Descriptors/Topics	
	Promotional campaigns – advertising, personal selling, sales promotion, publicity and public relations; AIDAS model.	20
5	Module V Descriptors/Topics	
	Issues and Developments in Marketing: Marketing of services; Green marketing; Cyber marketing.	20

Student Learning Outcomes:

- To analysis the principles of marketing through case studies and case presentations
- To describe the objectives and marketing capabilities in the potential in marketing managers
- To demonstrate the managerial capabilities in the budding marketing professionals in travel trade

Pedagogy for Course Delivery:

- Power point presentations
- case studies
- Discussions

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	Total
100%	-	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Class Test	Home Assignment	Viva	Attendance	
Weightage (%)	15	5	5	5	70

Lab/ Practical/ Studio Assessment:

	Continuous Assessment/Internal Assessment				End Term Examination		
Components (Drop down	NA						
Weightage (%)							

Suggested Readings

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.