

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B. E. SEMESTER: V

Subject Name: Marketing Management

Subject Code: 153305

Sr. No	Course Content	Weightage	Hrs.
1.	UNIT 1: An Introduction to Marketing Management, Service Marketing concepts ;7 P's of marketing, Nature and Role of Service ; Difference between Product & Service marketing, Characteristics of Services; Classification of Services; Marketing Environment , Segmentation , Targeting and Positioning of Service .	20%	15
2.	UNIT 2: Marketing mix and Service Marketing Mix relation; Service Product Planning and Strategic Marketing Planning, Developing Pricing Strategy, Marketing Distribution Channels; Managing of Logistics and Physical Distribution.	20%	15
3.	UNIT 3 : Branding and Packaging, Advertising and Mediums, Buyers Behavior, Product life Cycle and Marketing Strategies, Role of Communication in Service Marketing , People and Internal Communication Process , Process of Operations and Delivery of Services.	20%	08
4.	UNIT 4 : Concept of Direct Marketing, Sales Management, Different Type of Service Industry in India , Role in Economy , Hotel Industry; Growth, Role , Future, Forecasting Demand, Case study	20%	11
5.	UNIT 5: Competition Analysis, CRM(Customer Relationship Marketing), MIS(Marketing Information system) ,E- Marketing , International Marketing of Services , Role of Technology, Key Decisions and strategies for global services marketing , case studies of global services.	20%	11

Text Books:

Marketing for Hospitality & Tourism, Philip Kotler

Reference Books:

1. Service Marketing , by Jayant Chatterjee , Christopher Lovelock
2. Service Operations Management by Robert Johnson
3. Service Marketing- Integrating Customer Focus Across the Firm by Ajay Pandit, Mary Jo Bitner.