Objectives of the Course: To enable students to develop a critical appreciation of marketing management with an emphasis on creating

- Customer value and building customer relationships towards brand image/loyalty of a product/place.
- Tourism markets and behaviors.
- Environmental images and tourism markets.

Module 1: Introduction to marketing management (12 Hours)
Approaches to the study of marketing - evaluation - modern concepts of marketing – components of hospitality product - demand or market component of tourism and heritage - supply or product component of tourism environments.

Module 2: Product: Planning & Life cycle (12 Hours)

Module 3: The Product Market Integration

Module 4: Marketing research (12 Hours)
Marketing Research: Nature, need, objective- defining the problem- developing the plan- collecting the information- analysis of information- presenting the finding – characteristics of good marketing research.

Module 5: Consumer Relation Management (12 Hours)

Recommended Reading List:


5. *Indian Journal of Marketing*