

## Service marketing

### Multi-Disciplinary Course 2 – Service Marketing

Programme	B.Sc. Hotel Management & Catering Science				
Course Code	BHC2FM106				
Course Title	Service Marketing				
Type of Course	MDC				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	A foundational understanding of marketing concepts is required				
Course Summary	This course provides an in-depth understanding of hotel sales and marketing, covering key concepts such as the marketing mix, relationship marketing, guest preferences, and the development of marketing plans tailored to the hospitality industry				

### Course Outcome (Cos)

CO	CO Statement	Cognitive Level*	Knowledge Category#	Eval
CO1	Understand the fundamental concepts of hotel sales and marketing.	U	F	Inst
CO2	Apply marketing strategies and techniques to the hospitality industry.	Ap	P	Prac Prac
CO3	Evaluate the effectiveness of marketing efforts within the hospitality sector.	E	C	Sem Gro
CO4	Analyze the role of sales teams and office management in driving hotel revenue.	An	C	Inst Ass
CO5	Assess advertising, public relations, and publicity strategies for hospitality businesses.	E	C	One Wri
CO6	Apply innovative approaches to hospitality marketing challenges.	C	P	Viv

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
<b>I</b>	<b>Hotel Sales &amp; Marketing</b>		<b>09</b>
	1	Hotel Sales and Marketing Concepts	1
	2	Marketing Mix	1
	3	8P's of Marketing	2
	4	Evolution of Markets-Global and Indian tourist markets	2
	5	Relationship Marketing	2
	6	Guest Preferences	1
<b>II</b>	<b>Marketing Plan to Hospitality Industry</b>		<b>10</b>
	7	Marketing Team	1
	8	Steps in Marketing Plan	2
	9	Selecting Target Markets	2
	10	Positioning the Property	1
	11	Developing and Implementing Marketing Action Plan	2
	12	Evaluating the Marketing Plan	2
<b>III</b>	<b>Sales Office of a Hotel/Resort</b>		<b>10</b>
	13	Marketing and Sales Division	1
	14	Organizing and designing a hotels sales office	1
	15	Developing Sales Team(hiring, selection, management, evaluation)	2
	16	Compensation for salesforce(target and achievement)	2
	17	Computerized Client Information Records	1
	18	Sales Report and Analysis	2
	19	Sales forecasting(long-term and short-term)	1

<b>IV</b>	<b>Advertising, Public Relations and Publicity</b>		<b>7</b>
	20	Effective hotel advertising(brochure, social media advertising,	3
	21	Advantages of advertising	2
	22	Advertising Agencies	2
<b>V</b>	<b>Open Ended Module:</b>		<b>09</b>
	1	Reviewing marketing case studies published in reputed journals Organized an event like food fest, seminar, picnic, or a local tourism destination near your area and make and execute a marketing plan using the possibilities of digital marketing.	

**Books and References:**

1. Kotler,P.,Bowen,J.T., Baloglu,S.(2019).Marketing for Hospitality andTourism,8thEd..PearsonEducation,Inc.
2. Hudson,S.(2009).Tourismandhospitalitymarketing:aglobalperspective.Sage.
3. Taylor,D.(2012).HospitalitySalesandPromotion.Routledge.
4. George,R.(2021).Marketingtourismandhospitality:Conceptsandcases.SpringerNature.

**Mapping of COs with PSOs and POs:**

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	3	3	2	2	2	3	2	3	2	2	3	3
CO 2	2	3	3	2	2	2	2	2	3	1	2	2	2
CO 3	3	2	2	2	1	2	3	2	3	2	2	2	3
CO 4	2	3	3	2	1	2	3	2	2	2	2	2	2
CO 5	3	3	3	3	2	2	3	3	2	2	2	2	2
CO 6	2	3	3	3	1	2	3	3	2	2	2	2	2

**Correlation Levels:**

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

**Assessment Rubrics:**

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓		✓	✓
CO 4	✓			✓
CO 5	✓		✓	✓
CO 6				✓

## Travel Agency and Tour Operation

Programme	B.Sc. Hotel Management & Catering Science				
Course Code	<b>BHC2MN101</b>				
Course Title	<b>Travel Agency and Tour Operation</b>				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	Students should have a basic understanding of the tourism and hospitality industry, with prior coursework in introductory tourism or related fields recommended.				
Course Summary	This course offers comprehensive insights into the operations of travel agencies and tour operations, focusing on industry trends, customer service, tour planning, and marketing strategies. Through theoretical concepts and practical applications, students will develop essential skills for managing travel agencies and organizing tours. Evaluations will include quizzes, case studies, project assignments, and practical workshops.				

## Course Outcomes (CO)

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand Travel Agency Operations: Gain a comprehensive understanding of the fundamental operations of travel agencies and tour operations.	U	C	Quizzes and Tests, Short Essays
CO2	Develop Tour Packages: Learn to design and create effective tour packages to meet diverse customer needs.	C	P	Project Assignments, Case Studies
CO3	Implement Customer Service Strategies: Acquire skills to deliver exceptional customer service in the travel and tour industry.	Ap	P	Practical Workshops, Customer Service Proposals
CO4	Analyze Market Trends: Understand and evaluate market trends and their impact on travel agency and tour operations.	An	C	Research Papers, Comparative Analysis Assignments
CO5	Manage Tour Operations: Develop strategies for efficiently managing tour operations, including logistics and coordination.	Ap	P	Role-Playing Exercises, Reflective Journals
CO6	Ensure Compliance with Industry Standards: Gain knowledge of legal and ethical issues in travel and tour operations and ensure compliance with industry standards.	E	F	Legal Case Studies, Compliance Audits
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)</p> <p># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
<b>I</b>	<b>Introduction to Travel Agency and Tour Operation</b>		<b>15</b>
	1	Overview of Travel and Tourism Industry	2
	2	Roles and Functions of Travel Agencies	2
	3	Types of Travel Agencies and Tour Operators	3
	4	Legal and Regulatory Framework	2
	5	Industry Trends and Challenges	3
	6	Organizations in India: Indian Association of Tour Operators (IATO), Travel Agents Association of India (TAAI)	3
<b>II</b>	<b>Travel Agency Operations</b>		<b>15</b>
	7	Establishing a Travel Agency	3
	8	Travel Agency Operations and Management	3
	9	Ticketing and Reservations Systems	3
	10	Travel Documentation and Formalities	3
	11	Customer Service in Travel Agencies	3
<b>III</b>	<b>Tour Planning and Development</b>		<b>15</b>
	12	Designing Tour Packages	3
	13	Pricing and Costing of Tour Packages	3
	14	Marketing and Promotion of Tours	3
	15	Handling Special Interest Tours	3
	16	Sustainable Tourism Practices	3
<b>IV</b>	<b>Tour Operations Management</b>		<b>15</b>
	17	Logistics and Coordination in Tour Operations	3
	18	Managing Tour Guides and Escorts	3

	19	Crisis Management in Tours	3
	20	Evaluating Tour Performance	3
	21	Technology in Tour Operations	3
<b>V</b>	<b>Open Ended Module:</b>		<b>15</b>
	1	Case Studies in Travel and Tour Operations Travel Agency and Tour Operation Simulations Project-Based Learning: Creating a Tour Package Workshops and Training Modules Reflective Journals and Presentations	

#### REFERENCE BOOK

1. "Human Resource Management" by Gary Dessler
2. "Fundamentals of Human Resource Management" by David A. DeCenzo and Stephen P. Robbins
3. "Strategic Human Resource Management: Theory and Practice" by John Bratton and Jeffrey Gold

**Mapping of COs with PSOs and POs:**

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	2	3	3	2	2	2	3	2	3	2	2	3	3
CO 2	2	3	3	2	2	2	2	2	3	1	2	2	2
CO 3	3	2	2	2	1	2	3	2	3	2	2	2	3
CO 4	2	3	3	2	1	2	3	2	2	2	2	2	2
CO 5	3	3	3	3	2	2	3	3	2	2	2	2	2
CO 6	2	3	3	3	1	2	3	3	2	2	2	2	2

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- Final Exam (70%)

**Mapping of COs to Assessment Rubrics :**

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓		✓	✓
CO 4	✓			✓
CO 5	✓		✓	✓
CO 6				✓

## Hospitality Marketing

Programme	B.Sc. Hotel Management & Catering Science				
Course Code	BHC2MN102				
Course Title	Hospitality Marketing				
Type of Course	Minor				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	Students should have a basic knowledge of business management principles and fundamental marketing concepts, with prior coursework in hospitality management recommended.				
Course Summary	This course equips students with essential marketing skills for the hospitality industry through theoretical knowledge and practical applications, emphasizing ethical practices and emerging trends, evaluated via quizzes, case studies, project assignments, and practical workshops.				

## Course Outcomes (Cos)

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand Marketing Fundamentals: Gain a comprehensive understanding of fundamental marketing principles and their application in the hospitality industry.	U	C	Quizzes and Tests, Short Essays
CO2	Develop Marketing Strategies: Learn to design effective marketing strategies tailored to the hospitality sector.	C	P	Project Assignments, Case Studies
CO3	Implement Digital Marketing Techniques: Acquire skills to develop and implement digital marketing campaigns to enhance brand presence and customer engagement.	Ap	P	Practical Workshops, Digital Marketing Proposals
CO4	Analyze Market Trends: Understand and evaluate market trends and their impact on hospitality marketing strategies.	An	C	Research Papers, Comparative Analysis Assignments
CO5	Manage Customer Relations: Develop strategies for managing customer relations, including customer service excellence and loyalty programs.	Ap	P	Role-Playing Exercises, Reflective Journals
CO6	Ensure Ethical Marketing Practices: Gain knowledge of ethical issues in hospitality marketing and ensure compliance with industry standards.	E	F	Ethical Case Studies, Compliance Audits

\* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge

(M)

<b>Module</b>	<b>Unit</b>	<b>Content</b>	<b>Hrs</b>
<b>I</b>	<b>Introduction to Hospitality Marketing</b>		<b>10</b>
	1	Importance of Marketing in Hospitality	2
	2	Marketing Concepts and Theories	2
	3	Unique Characteristics of Hospitality Marketing	2
	4	Role of Marketing Manager in Hospitality	2
	5	Objectives and Policies in Hospitality Marketing	2
<b>II</b>	<b>II Market Research and Segmentation</b>		<b>10</b>
	6	Market Research Methods	2
	7	Analyzing Market Data	2
	8	Market Segmentation Strategies	3
	9	Targeting and Positioning in Hospitality	3
<b>III</b>	Marketing Mix in Hospitality		
	10	Product Development and Branding	2
	11	Pricing Strategies	3
	12	Distribution Channels	1
	13	Integrated Marketing Communications	2
	14	Promotional Strategies	1
	15	Digital Marketing in Hospitality	2
	16	Social Media Marketing	2
	17	Customer Relationship Management (CRM)	2
<b>IV</b>	Implementation and Control		25

	18	Marketing Plan Development	2
	19	Implementing Marketing Strategies	2
	20	Monitoring and Controlling Marketing Efforts	2
	21	Evaluating Marketing Performance	2
	22	Customer Feedback and Satisfaction	1
	23	Handling Customer Complaints	3
	24	Loyalty Programs and Retention Strategies	2
	25	Ethical Issues in Hospitality Marketing	2
	26	Regulatory Environment	2
	27	Sustainability and Green Marketing	3
	28	Crisis Management in Hospitality Marketing	2
	29	Emerging Trends in Hospitality Marketing	2
<b>V</b>	Open Ended Module		15
	1	Case Studies, Research Projects, Interviews, Marketing Simulations, Workshops and Training Modules, Policy Analysis, Surveys and Questionnaires, Data Analysis, Presentations, Project-Based Learning, Ethical Dilemmas, Technology in Hospitality Marketing, Creative Activities.	

### Reference Books

1. "Marketing for Hospitality and Tourism" by Philip Kotler, John T. Bowen, and James Makens
2. "Hospitality Marketing Management" by Robert D. Reid and David C. Bojanic
3. "Strategic Marketing in Hospitality and Tourism" by David Bowie and Francis Buttle

**Mapping of COs with PSOs and POs:**

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CO 3	✓		✓	✓
CO 4	✓			✓

CO 5	✓		✓	✓
CO 6				✓