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| **BBA543.** HOSPITALITY MARKETING AND SALES**.** |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6MarksAttendance – 12 Marks |
|  Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The course aims at imparting basic knowledge on the marketing trends of hospitality and tourism business, so as to provide students an opportunity to know the facts of overall promotion strategy, methods to cope up with the requirements of millennials, tech explosion and new age management .

# Course Outcomes:

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| CO1 | Understanding the functioning of hospitality marketing and sales. |
| CO 2 | Knowing the new age trends of creating an online distribution landscape. |
| CO 3 | Understanding marketing operations , ways to monitor and control. |
| CO4 | Getting the facts of new product development in the industry. |
| CO5 | Knowing the concepts of pricing and profitability . |
| CO6 | Finding new avenues in the subject.  |

**Course Content -**

**Unit-1**

INTRODUCTION – Importance of hospitality marketing and sales, marketing for hospitality and tourism, hospitality branding, different marketing functions.

**Unit-2**

NEW PRODUCT DEVELOPMENT – New products in hospitality industry, patterns of demand, stages in new product development and bottlenecks, factors of customers’ perception.

**Unit-3**

PRICING- Pricing and profitability concepts within hospitality industry, different methods of pricing and factors affecting revenues and profitability.

**Unit-4**

MARKETING AND SALES AS MANAGEMENT IN HOSPITALITY INDUSTRY – Marketing Information System, marketing planning, planning tactical campaigns, marketing operations, monitoring and controlling.

**Unit-5**

 DISTRIBUTION STRATEGY – Major types of distribution channels in hospitality industry, direct competition and Selective Participation Strategy, online distribution landscape.

**Unit-6**

RECENT TRENDS IN HOSPITALITY INDUSTRY – Catering to millennials , tech explosion, sustainability rules, new roles for staff, destination promotion, challenges of hospitality industry in India.

**Text and Reference Books-**

1. Abbey, James R. 2014. Hospitality sales and marketing. Lansing, Mich: Educational Institute of the American Hotel et Lodging Association English : 6. Ed
2. American Hotel & Motel Association, and Media Magic (Firm). 1988. Hospitality sales. East Lansing, MI: The Institute.
3. Hsu, Cathy H. C., and Thomas F. Powers. 2002. Marketing hospitality. New York: Wiley 3rd ed
4. Foster, Dennis L. 1993. Marketing hospitality: sales and marketing for hotels, motels, and resorts. Lake Forest, Ill: Glencoe. International ed
5. Shaw, M., & Morris, S. V. (2000). Hospitality sales: A marketing approach. New York: Wiley.