

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma in Hotel Management & Catering Technology

Third Year

Subject Name: **Sales and Marketing**

Sr. No.	Course content
1.	Introduction to Marketing: <ol style="list-style-type: none"> 1.1 Basic Introduction to Marketing. 1.2 Definitions and Evolution of Market . 1.3 Service Marketing-Classification, Feature & Problem. 1.4 Difference Between Marketing and Selling. 1.5 Essential & Classification of Markets. 1.6 Function of Marketing, 1.7 Basic Concept – Need, Wants, Demand, Exchange, Truncation, Value, Coast, and Relationship. 1.8 Concepts of Marketing- Production, Product, Selling, Marketing, Societal. 1.9 Value Chain Linkage in Hotel Industry. 1.10 Promotion
2.	Marketing Information System: <ol style="list-style-type: none"> 2.1 Concept and Components 2.2 Internal Record System 2.3 Marketing Intelligence 2.4 Marketing Research System
3.	Marketing Environment: <ol style="list-style-type: none"> 3.1 As The Basis of Need, Tread Analysis & Marketing Effectiveness. 3.2 SWOT Analysis for Micro & Macro Environment.
4.	Marketing : <ol style="list-style-type: none"> 4.1 Definition & Classification 4.2 Salient Features 4.3 Levels 4.4 New Product Development & Launch Adoption 4.5 P.L.C 4.6 Branding- Concept & Brand Equity
5.	Hotel Pricing: <ol style="list-style-type: none"> 5.1 Definition & Importance 5.2 Objective & Policies 5.3 Pricing of Room Tariff & F&B Items 5.4 Pricing of Functions & Packages

6.	Hotel Promotion : 6.1 Advantage 6.2 In House Selling 6.3 Telephone Selling 6.4 Restaurant Sale Strategies 6.5 Sales Letter & Mailing Shop 6.6 Improving Sales Technique. P.R & Public Selling
7.	Services marketing: 7.1 Basic Differences Between Goods and Services 7.2 Marketing Mix Services Marketing 7.3 Types of Services
8.	Distribution: 8.1 Meaning & Importance 8.2 Channels 8.3 Location of Service 8.4 Role of Travel Agent – CVGPS/GDS/CRS 8.5 Electronic Commerce – Online Consumer ,Online Marketing ,Advantage Disadvantage ,Promises & Challenges.
9.	Market Segmentation: 9.1 Meaning & Definition. 9.2 Role Importance & Benefits. 9.3 Bases for Segmentation – Demographic, Psychographic, Geographic. 9.4 Target Marketing- Business Travelers .Airline Crew, Package .Tour & Travel.
10.	Consumer Behavior : 10.1 Objective 10.2 Types – Complex, Variety Seeking, Habitual and Resonance Reducing. 10.3 Consumer Need & Awareness 10.4 Consumer Decision Making Process 10.5 Strategic Considerations

References Books:

1. A and Mary Jo Baiter Service Marketing Zeital Valerie, Publisher Mc Graw Hill Companies.
2. S. M Jha Publisher Services Marketing, Himalaya Publications.
3. Maintenance & Engg Eden Inst. of American Hotel & Motel Asso, John Willey & Sons.