

SEMESTER III
A) SALES AND MARKETING

SALES MANAGEMENT (04 Credits)	
Unit-1	SALES MANAGEMENT FUNCTIONS <ul style="list-style-type: none">• Introduction to Sales Management• Personal Selling• Sales Process• Computer Applications in Sales Management
Unit-2	SELLING SKILLS <ul style="list-style-type: none">• Communication Skills• Sales Presentation• Negotiation Skills• Retail Communication : Sales Displays
Unit-3	SALES FORCE MANAGEMENT <ul style="list-style-type: none">• Job Analysis, Recruitment and Selection• Training the Sales Force• Compensation and Motivation of Sales Force• Monitoring and Performance Evaluation
Unit-4	PLANNING AND CONTROL OF THE SALES EFFORT <ul style="list-style-type: none">• Sales Planning• Sales Organization• Sales Forecasting and Sales Quotas• Sales Budgeting and Control

Workshops & Seminars

- Soft Skills
- Negotiation Skills
- Hard Selling

PRINCIPLES OF MARKETING MANAGEMENT (04 Credits)	
Unit-1	Evolution of Marketing – Demand, Need, Desires, Wants, Goods & Services, Meaning of these terms, marketing planning
Unit-2	Nine Principles of Marketing Product, Price, Place, Promotion, Packaging, Process, People, Physical Evidence, Pace
Unit-3	Marketing strategy for hospitality industry, Competitor – Types & strategies, STP in Hotels
Unit-4	The service quality, forecasting, service attributers, USP, unique value proposition, unique buying proposition, case studies
Unit-5	Pricing strategies and techniques in hospitality
Unit-6	Publicity and Promotion; Advertising, Soft & Hard Sell, Role of Copy Writer, Attributes of Good Advertising, PR Tools, Functioning of Guest Relation Department
Unit-7	Experimental marketing, Consumer protection in India
Unit-8	Financial Control in Marketing, Marketing audit

Case Studies

Marketing Strategies – USP based on any one property – Ecotel, Resort Property, Hotels with locational USP, USP on account of special facility.

MARKETING SERVICES AND CONSUMER BEHAVIOUR (04 Credits)	
MARKETING SERVICES:	
Unit-1	MARKETING OF SERVICES – CONCEPTS AND ISSUES <ul style="list-style-type: none"> • Marketing of Services – Conceptual Frame Work • Services Marketing : Basic Issues • Designing Service Strategy
Unit-2	MARKETING OF HOSPITALITY SERVICES – CONCEPTS & ISSUES <ul style="list-style-type: none"> • Marketing of Hospitality and Tourism Services • Management and Marketing of Tourism in India • Hospitality Marketing – A special case in Services Marketing
Unit-3	MARKETING OF EDUCATION & PROFESSIONAL SERVICES <ul style="list-style-type: none"> • Marketing of Educational Services • Professional Education – Marketing of Services • Marketing of Professional Support Services : Implications for Advertising Agencies • Indmark – The Trade Mark Research Group (A)
CONSUMER BEHAVIOUR:	
Unit-4	CONSUMER BEHAVIOUR – ISSUES AND CONCEPTS <ul style="list-style-type: none"> • Consumer Behaviour – Nature, Scope and Application • Consumer Behaviour and Life-style Marketing • Organisational Buying Behaviour
Unit-5	INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR <ul style="list-style-type: none"> • Perceptions • Consumer Motivation and Involvement • Attitude and Attitude Change • Learning and Memory • Personality and Self-concept
Unit-6	GROUP INFLUENCES ON CONSUMER BEHAVIOUR <ul style="list-style-type: none"> • Reference Group Influence & Group Dynamics • Family Buying Influences, Family Life-cycle and Buying Roles • Cultural and Sub-Cultural Influences
Unit-7	THE BUYING PROCESS <ul style="list-style-type: none"> • Problem Recognition & Information Search Behaviour • Information Processing • Alternative Evaluation
	<ul style="list-style-type: none"> • Purchase Process & Post-purchase Behaviour

Unit-8	MODELLING BUYER BEHAVIOUR <ul style="list-style-type: none">• Early Models• Howard Sheth Model• Recent Developments in Modelling Buyer Behaviour
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INTERNATIONAL MARKETING (04 Credits)	
Unit-1	INTRODUCTION TO INTERNATIONAL MARKETING <ul style="list-style-type: none"> • Scope and Size of International Markets • Conceptual Framework • Institutional Framework
Unit-2	ENVIRONEMNT OF INTRNATIONAL BUSINESS <ul style="list-style-type: none"> • Cultural and Social Environment • Legal and Political Environment • Trade, Monetary and Financial Environment
Unit-3	POLICY FRAMEWORK AND PROCEDURAL ASPECTS <ul style="list-style-type: none"> • India's Export-Import Policy • Export-Import Documentation
Unit-4	INTERNATIONAL MARKETING MIX <ul style="list-style-type: none"> • Product Policy and Planning • Advertising and Promotional Management • International Pricing Policy • Distribution and Sales Policy
Unit-5	INTERNATIONAL MARKETING PLANNING <ul style="list-style-type: none"> • International Market Selection and Segmentation • International Market Research • International Market Planning, Coordination and Control

Case Study:

- Marketing mapping of any one tourism practicing states/country.