

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Faculty of Commerce Department of Commerce and Business Management					Academic Year		2026-27		
M. Com (Previous) Programme Under NEP 2020 Specialization: Marketing Management										
Year	I	Major: Dynamics of Rural Markets				Credits / Hours per week		04 Credits (60 hrs.)		
Semester	I	Year of Introduction: 2026 - 2027				Maximum Marks / Grade		100 Marks		
Mode of Transaction		Lectures and Tutorials								
Course Outcomes (COs): CO1: Understand the concept, scope, and structure of rural markets in India CO2: Analyse rural consumer behaviour and decision-making processes CO3: Apply marketing mix strategies in rural marketing contexts CO4: Evaluate emerging trends, challenges, and policy initiatives in rural markets										
Unit No.	Topic/Unit		Contact Hours	Weightage (%)	BT Level	PSO	CO	Elements of Employability (Emp) / Entrepreneurs hip (Ent) / Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional(R)/ Global (G) Development al needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
1	Foundations of Rural Marketing Meaning of Rural, Rural Market and Rural Marketing, Nature of Rural Marketing, Evolution of Rural Marketing, Rural vs Urban Marketing, Factors Influencing Entry into Rural Market		15	25%	BT Level 2 (Understand)		CO1	SD, Emp	National (N), Regional (R)	HV, PE
2	Understanding Rural Consumer Behaviour Characteristics of Rural Consumers, Buying Decision Process, Environmental Factors Influencing Decision Process, Buying behaviour Patterns.		15	25%	BT Level 4 (Analyse)		CO2	SD, Emp	Local (L), National (N)	HV
3	Strategic Rural Marketing Mix The Product Concept and Classification of Rural products, Product Branding in Rural Markets, Pricing in Rural India, Price setting strategies. Rural Promotion Mix, Distribution Decision-Direct vs Indirect.		15	25%	BT Level 3 (Apply)		CO3	SD, Ent	National (N), Global (G)	PE

4	Contemporary Trends and Challenges in Rural Marketing	15	25%	BT Level 5 (Evaluate)		CO4	Emp, Ent	National (N), Global (G)	HV, ES, PE
	Future of Rural Marketing in India, Problems and Challenges, Rural Employment generation- Government Initiatives, Requirements for Becoming a Rural Marketer								
Reference Books									
1	Krishnamacharyulu, C. S. G., & Ramakrishnan, L. (2010). <i>Rural marketing: Text and cases</i> (2nd ed.). Pearson Education.								
2	Kashyap, P. (2019). <i>Rural marketing</i> (3rd ed.). Pearson Education.								
3	Avdhes Kumar S & Satyaprakash Pandey. (2005). <i>Rural Marketing: Indian Perspectives</i> , New Age international (P) Limited Publishers								

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Faculty of Commerce Department of Commerce and Business Management						Academic Year		2026-27	
M. Com (Previous) Programme Under NEP 2020 Specialization: Marketing Management										
Year		I	Major: Applied Marketing Research and Data Analysis				Credits / Hours per week		04 Credits (60 hrs.)	
Semester		I	Year of Introduction: 2026 - 2027				Maximum Marks / Grade		100 Marks	
Mode of Transaction			Lectures and Tutorials							
Course Outcomes (COs): CO1: To give an overview of Marketing research CO2: To give an idea how marketing research problem can be identified. CO3: To give an understating of different methods of data collection. CO4: Students will be able to understand formal way of writing a research report.										
Unit No.	Topic/Unit		Contact Hours	Weightage (%)	BT Level	PSO	CO	Elements of Employability (Emp) / Entrepreneurship (Ent) / Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional(R)/ Global (G) Developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
1	Overview of Marketing Research Concepts Definition, Objectives and Importance of Marketing Research, Scope of Marketing Research, Characteristics of a good research, Marketing Research Process, Application/Types of Marketing Research, Limitations of Marketing Research, Ethics in Marketing Research. Problems encountered by the researchers in India.		15	25%	BT Level 2 (Understand)		CO1	SD, Emp	National (N), Regional (R)	HV, PE
2	Formulating Research Problems and Designing Approaches Importance of defining the research problem, The concept of Marketing Research brief, Components of Marketing Research brief. Marketing Research Proposal: Meaning, Components of Marketing research proposal. Process of defining problem and developing a research approach.		15	25%	BT Level 3, 4 (Apply, Analyse)		CO2	SD, Emp	Local (L), National (N)	HV

3	Data Collection Techniques in Marketing Research Collection of Primary data: Observation Method, Interview methods, Collection of data through questionnaire and schedule, Difference between questionnaire and schedule, Collection of Secondary data, Selection of appropriate method of data collection.	15	25%	BT Level 3 (Apply)		CO3	SD, Ent	National (N), Global (G)	PE
4	Data Interpretation and Research Report Writing Meaning, Techniques, Precautions in report writing, Significance of report writing, Steps in writing a report, Layout of the research report, Types of report, Mechanics of writing research report, Precautions for writing research report.	15	25%	BT Level 5 (Evaluate)		CO4	Emp, Ent	National (N), Global (G)	HV, ES, PE
Reference Books									
1	Karunakaran, K. (2012). <i>Marketing management: Text and cases in Indian context (4th ed)</i> . Himalaya Publishing House.								
2	Nunan, D., Birks, D. F., & Malhotra, N. K. (2020). <i>Marketing Research: Applied Insight</i> (6th ed.). Pearson Education.								
3	Kothari, C. R. (2009). <i>Research methodology: Methods and techniques</i> (2nd ed.). New Age International Publishers.								

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Faculty of Commerce Department of Commerce and Business Management						Academic Year	2026-27			
M. Com (Previous) Programme Under NEP 2020 Specialization: Marketing Management											
Year	I	Major: Managing Brands and Product Portfolios					Credits / Hours per week	04 Credits (60 hrs.)			
Semester	I	Year of Introduction: 2026 - 2027					Maximum Marks / Grade	100 Marks			
Mode of Transaction		Lectures and Tutorials									
Course Outcomes (COs): CO1: Explain and classify product concepts, including product mix, product line and packaging features for real market products. CO2: Apply product planning tools like BCG Matrix and Product Life Cycle to design suitable product strategies and evaluate NPD success/failure. CO3: Analyse branding fundamentals, brand equity elements, brand positioning, and differentiation to assess brand strength and consumer perception in the market. CO4: Develop brand management strategies such as extension, rebranding and co-branding, brand communication & understanding the role of brand communication.											
Unit No.	Topic/Unit			Contact Hours	Weightage (%)	BT Level	PSO	CO	Elements of Employability (Emp) / Entrepreneurship (Ent) / Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional(R)/ Global (G) Developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
1	Principles of Product Management Definition and Meaning of Product, Product Management, Types of Products, Classification of Products, Levels of Product, Product Mix and Product Line, Product features, quality, design and packaging, Digital and Platform-based Products			15	25%	BT Level 2 (Understand)		CO1	SD, Emp	Local (L), Regional (R)	HV, PE
2	Product Planning and Innovation Strategies Product Planning, Product Strategy, Product Portfolio Analysis (BCG matrix), Product Life Cycle & Strategies, New Product Development, Role of Customer Feedback and Online Reviews, Reasons for success & failures of New Products			15	25%	BT Level 3, 4 (Apply, Analyse)		CO2	SD, Emp	Local (L), Regional (R) Global (G)	HV

3	Branding Concepts and Brand Equity Development Branding, Brand vs Product, Brand Elements, Types of Brands, Brand Equity: Concept & Elements, Brand Identity and Brand Image, Brand Positioning and Differentiation	15	25%	BT Level 2, 4 (Understand, Analyse)		CO3	SD, Ent	Regional (R), Global (G)	PE
4	Strategic Brand Management Practices Brand Management Process, Brand Extension and Line Extension, Co-Branding, Managing brands over time (Rebranding and Brand Revitalisation), Brand Communication, Global Brands	15	25%	BT Level 4, 5 (Analyse, Evaluate)		CO4	Emp, Ent	Regional (R), Global (G)	HV, ES, PE

Reference Books

1	Product and Brand Management by Tapan K. Panda (Oxford University Press)
2	Product Management by SA Chunawalla latest Edition (Himalaya Publishing House)
3	Product and Brand Management by K.Venugopal Rao (Himalaya Publishing House)
4	Product and Brand Management by Daniel Slone (Society Publishing)
5	Brand Management by Harsh V. Verma (Excel books)
6	Product and Brand Management by U. C. Mathur (Excel Books)
7	Strategic Brand Management by Kevin Lane Keller (Pearson)
8	Marketing Management by Kotler, P. & Keller K.L. (Person Publication)

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Faculty of Commerce Department of Commerce and Business Management						Academic Year		2026-27	
M. Com (Previous) Programme Under NEP 2020 Specialization: Marketing Management										
Year	I	Major: Sustainable Marketing and Consumer Behaviour				Credits / Hours per week			04 Credits (60 hrs.)	
Semester	I	Year of Introduction: 2026 - 2027				Maximum Marks / Grade			100 Marks	
Mode of Transaction		Lectures and Tutorials								
Course Outcomes (COs): CO1: Broader understanding of Green Marketing and its’ significance CO2: To develop understanding of green consumer segments, motives, green marketing mix, and sustainability marketing in alignment with SDG goals. CO3: To understand the new green marketing paradigm and apply sustainability-driven strategies across lifecycle design, STP, and value creation. CO4: To develop the ability to design and implement holistic sustainability strategies through eco-innovation, 3R principles, and sustainable marketing mix decisions.										
Unit No.	Topic/Unit		Contact Hours	Weightage (%)	BT Level	PSO	CO	Elements of Employability (Emp) / Entrepreneurship (Ent) / Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional(R)/ Global (G) Developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)
1	Introduction to Green Marketing Green Product & Green Marketing; Evolution of Green Marketing; Importance & Benefits of Green Marketing; Adoption of Green Marketing, Far reaching Business Opportunities		15	25%	BT Level 1,2 (Remember, Understand)		CO1	SD, Emp	Local (L), Regional (R)	HV, PE
2	Green Consumer Behaviour and Sustainability Five shades of green consumers; Segmenting by green interest; Green consumer motives and buying strategies. Green Marketing Mix, Sustainability- Concept, Issues SDG Goals, Sustainability Marketing, Pillars of Sustainability Marketing, Linkage with SDGs		15	25%	BT Level 2, 3, 4 (Understand, Apply, Analyse)		CO2	SD, Emp	Local (L), Regional (R) Global (G)	HV
3	Emerging Paradigms in Green Marketing Strategy The new green marketing paradigm; The seven strategies for green marketing success; Addressing		15	25%	BT Level 2, 3, 4 (Understand,		CO3	SD, Ent	Regional (R), Global (G)	PE

	the New Rules: life cycle; for sustainable product design, Sustainability Opportunities-Marketing Environment, Segmentation, Targeting and Positioning, Creating Value through Sustainability			Apply, Analyse)					
4	Eco-Innovation and Sustainable Marketing Implementation Beyond eco-design to eco-innovation; Five strategies for eco-innovation; Holistic approach to Sustainability. Developing and Reinforcing Behaviour through 3 R's- Recycle, Reuse and Reduce. Sustainable Products, Sustainable Branding and Packaging, Sustainable Pricing Decisions, Sustainable Marketing Communication, Sustainability and Promotion Mix Decision, Marketing Channels and Sustainable Supply Chain	15	25%	BT Level 3, 4 (Apply, Analyse)		CO4	Emp, Ent	Regional (R), Global (G)	HV, ES, PE
Reference Books									
1	The new rules of Green Marketing by Jacquelyn A Ottman								
2	Green Marketing Management by Dahlstorm , Robert (2020), Cengage Learning, Florence, KY								
3	The Green Marketing Manifesto by Grant, John (2007), John Wiley & Sons, New jersey, NJ								
4	Kotler, P.(2012), Rethinking Marketing :Sustainable Marketing enterprise in Asia, 2 nd Edition, Delhi , India, Pearson.								
5	Peterson, M. (2021) Sustainable marketing: A Holistic approach , Delhi, India: Sage Publication Limited.								
6	Belz, F.M., & Ken, P. (2012). <i>Sustainability Marketing: A Global Perspective</i> . Delhi, India: Willey publication								

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Department of Commerce and Business Management			Academic Year				2026-27			
M. Com (Previous) Programme Under NEP 2020 (Specialization: Marketing Management)											
Year	I	Major: Supply Chain Operations and Logistics Management		Credits / Hours per week				04 Credits (60 hrs.)			
Semester	II	Year of Introduction: 2026		Maximum Marks / Grade				100 Marks			
Mode of Transaction		Lectures									
Course Outcomes (COs): CO1: Students will be able to explain and interpret the fundamental concepts of logistics, its evolution, objectives, components, and role in business and the economy. CO2: Students will be able to analyze and differentiate supply chain management processes, including transportation and logistics applications across industries. CO3: Students will be able to apply and develop supply chain strategies by identifying key drivers, managing risks, and fostering collaboration for effective supply chain performance. CO4: Students will be able to evaluate and design sustainable supply chain strategies, incorporating emerging trends, digital technologies, and resilience practices.											
Unit No.	Topic/Unit			Contact Hours	Weightage (%)	BT Level	CO	PSO	Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)

1	Unit 1: Fundamentals of Logistics Management Definition of Logistics, Concepts of Logistics Management, scope, objectives and its importance, Types of logistics and Components of Logistics Management, Logistics activities in the Manufacturing organization, Transportation: Backbone of Logistics. Role of Logistics in an Economy	15	25	L2	CO1	PSO1, 2 & 6	EMP, ENT, SD	L,N,G	ES, HV, PE
2	Unit 2: Concepts and Framework of Supply Chain Management Concept of Supply Chain Management, Objectives and Importance of Supply chain Management, Role of Logistics in supply chain management, Differentiate between Logistics & Supply chain Management Indian and Global Logistics - Logistics in different Industries	15	25	L4	CO2	PSO2, 3,7			
3	Unit 3: Risk Management and Network Optimization in Supply Chains Understanding & managing Supply chain risks, Achieving Supply chain resilience, Collaboration and Trust in Supply Chain, Problems with conventional organisations, Managing Supply chain as a Network, Logistics as vehicle for change and Benchmarking.	15	25	L3	CO3	PSO3, 4,8			
4	Unit 4: Sustainable Supply Chains and Emerging Trends The Triple bottom line, Green House Gases and the Supply Chain, Beyond the Carbon Footprint, Reduce, Reuse and Recycle. Framework and Role of Supply Chain in e-business, E- Logistics, E- Supply chains. Value of Information in Logistics and SCM.	15	25	L6	CO4	PSO4, 5,9			

Reference Books

1.	Shah, J. (2010). Supply chain management: Text and cases (2nd ed.). Pearson Education India.
2.	Rangaraj, M., & Raghuram, G. (2007). Logistics and supply chain management. Macmillan India.
3.	IMMM material on Logistics & Supply Chain Management
4.	Chopra, S., & Meindl, P. (2016). Supply chain management: Strategy, planning and operation (6th ed.). Pearson.
5.	Christopher, M. (2016). Logistics and supply chain management (5th ed.). Pearson.
6.	Naik, R. K., Yadav, A., & Venugopal. (2023). Logistics and supply chain management. Himalaya Publishing House.
7.	Saikumari, V., & Purushothaman, S. (2023). Logistics and supply chain management. Sultan Chand & Sons.
8.	Mangan, J., Lalwani, C., & Calatayud, A. (2024). Global logistics and supply chain management (4th ed., Indian adaptation). Wiley India.
9.	Simchi-Levi, D., Kaminsky, P., & Simchi-Levi, E. (2008). Designing and managing the supply chain: Concepts, strategies and case studies (3rd ed.). McGraw-Hill
10.	Ailawadi, S. C., & Singh, R. (2021). Logistics and supply chain management (3rd ed.). PHI Learning.
11.	Bhat. Shridhara (2017). Logistics And Supply Chain Management. Himalaya Publishing House
12.	Banu. Shahida, Logistics and Supply Chain Management, Thakur Publications Private Limited, Bengaluru.
13.	Shah Janat (2009). Supply Chain Management: Text and Cases, (1 st Edition). Pearson Education,

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Department of Commerce and Business Management			Academic Year				2026-27		
M. Com (Previous) Programme Under NEP 2020 (Specialization: Marketing Management)										
Year	I	Major: Business Ethics and Responsible Marketing	Credits / Hours per week				04 Credits (60 hrs.)			
Semester	II	Year of Introduction: 2026	Maximum Marks / Grade				100 Marks			
Mode of Transaction		Lectures								
Course Outcomes (COs): CO1: Explain the fundamental concepts, theories, and importance of ethics in marketing and understand ethical decision-making processes. CO2: Analyse ethical issues in marketing practices including product, pricing, promotion, distribution, and digital marketing, and identify unethical business practices. CO3: Understand and evaluate Corporate Social Responsibility (CSR), its legal framework (Companies Act 2013), stakeholder theory, and CSR models such as Carroll's Pyramid. CO4: Apply CSR strategies, sustainability practices, and ethical leadership principles in real-world business situations.										
Unit No.	Topic/Unit		Contact Hours	Weightage (%)	BT Level	CO	PSO	Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)

1	Foundations of Marketing Ethics Meaning & Importance of Ethics in Marketing - Ethical Theories (Utilitarianism, Deontology) - Ethical Decision-Making Process - Consumer Rights & Duties - Ethics in Marketing Environment	15		L2&L1	CO1	PSO1&2	EMP, ENT, SD	L,N,G	ES, HV, PE
2	Ethical Issues in Marketing - Ethics in Product, Pricing, Promotion & Distribution - Misleading Advertising & Unfair Trade Practices - Consumer Protection Issues - Digital Marketing Ethics & Data Privacy - Case Studies	15		L3&L4	CO2	PSO2 &3			
3	Corporate Social Responsibility Frameworks - Meaning, Scope & Evolution of CSR - Carroll's CSR Pyramid - CSR under Companies Act 2013 - Stakeholder Theory - CSR in Indian Companies	15		L2 &L3	CO3	PSO3 &4			
4	CSR Strategies and Sustainable Business Practices - CSR Planning & Strategy - Green Marketing & Sustainability - CSR Reporting & Evaluation - Global CSR Practices - Ethical Leadership	15		L4&L5 &L6	CO4	PSO4 &5			

Reference Books

1.	Marketing Ethics and Social Responsibility Nigeria University
2.	Ethical Decision making for Business by Fraedrich, Ferrell
3.	Marketing Ethics by Patrick E Murphy
4.	Marketing Ethics & Society by Lynne Eagle
5.	Professional Ethics in Marketing and CSR by Dr Arepalli Rambabu
6.	CSR, Human Values and Ethics by Dr. Ashutosh Bajpai & Dr. Garima Singh
7.	Marketing Management by Philip Kotler

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Department of Commerce and Business Management			Academic Year				2026-27		
M. Com (Previous) Programme Under NEP 2020 (Specialization: Marketing Management) WITHOUT RESEARCH										
Year	I	Major: Sustainable Marketing: Strategies and Practices	Credits / Hours per week				04 Credits (60 hrs.)			
Semester	II	Year of Introduction: 2026-2027	Maximum Marks / Grade				100 Marks			
Mode of Transaction		Lectures								
Course Outcomes (COs): CO1: Explain the concept, evolution, dimensions, and strategies of sustainable marketing. CO2: Examine the influence of business environment and consumer behaviour in the context of sustainable consumption and market segmentation. CO3: Apply the principles of sustainability in developing products, services and pricing strategies. CO4: Evaluate sustainable marketing communication, branding, labelling, packaging and value chain practices.										
Unit No.	Topic/Unit		Contact Hours	Weightage (%)	BT Level	CO	PSO	Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)

1	Unit 1: Principles and Strategies of Sustainable Marketing Sustainable Marketing – Concept & Definition, Evolution of Sustainable Marketing, The Need for Sustainability, The Triple Bottom line (People, Planet & Profit), Dimensions of Sustainability, Sustainable Marketing Strategies, Creating and Implementing a Sustainable Marketing Strategy.	15	25%	1,2,3,	CO1		Emp / Ent / SD	L / N / R / G	G / ES / HV / PE
2	Unit 2 Sustainable Consumer Behaviour & STP Strategies Influence Of Business Environment on Sustainable Marketing, Consumer Behaviour – Sustainable Consumption, Consumer Engagement Process, Consumer Motivation & Sustainable Consumption, Consumer Decision & Sustainable Consumption, Marketing Segmentation, Targeting & Positioning for Sustainability.	15	25%	2,3,4	CO2				
3	Unit 3: Sustainable Products & Pricing Strategies Developing Sustainable New Products, Sustainable Services: Sustainable Business-to-Business Services, Sustainable Consumer Services, Sustainable Pricing Strategies.	15	25%	3,4,5	CO3				
4	Unit 4: Sustainable Value Chain and Communication Practices Sustainability in the Value Chain, Sustainable Marketing Communication, The Cardinal Sins of Sustainable Marketing Communication: Green Washing, Astroturfing & other Green Lies, Sustainable Branding, Labelling & Packaging.	15	25%	3,4,5,6	CO4				
Reference Books									
1.	Martin, D., & Schouten, J. (2014). <i>Sustainable Marketing</i> (1st ed.). Pearson Education Limited								
2.	Kotler, P., Kartajaya, H., & Setiawan, I. (2012). <i>Rethinking Marketing: Sustainable Marketing Enterprise in Asia</i> (2nd ed.). Delhi, India: Pearson Education								
3.	Richardson, N. (2020). <i>Sustainable Marketing Planning</i> . New Delhi, India: Routledge, Taylor & Francis Group.								
4.	Belz, F. M., & Peattie, K. (2012). <i>Sustainability Marketing: A Global Perspective</i> . Delhi, India: Wiley India Pvt. Ltd.								

	The Maharaja Sayajirao University of Baroda Faculty of Commerce Department of Commerce and Business Management			Academic Year				2026-27			
M. Com (Previous) Programme Under NEP 2020 (Specialization: Marketing Management)											
Year	I	Major: Tourism Marketing and Service Management		Credits / Hours per week				04 Credits (60 hrs.)			
Semester	II	Year of Introduction: 2026-2027		Maximum Marks / Grade				100 Marks			
Mode of Transaction		Lectures									
Course Outcomes (COs): CO1: Understand the fundamental concepts and scope of tourism & hospitality marketing CO2: Explain the marketing environment and analyze consumer behavior in tourism CO3: Apply segmentation, targeting, and positioning strategies in hospitality marketing CO4: Analyze and apply the marketing mix (product, price, place, promotion) in tourism CO5: Evaluate digital, social media, and destination marketing practices with reference to real cases											
Unit No.	Topic/Unit			Contact Hours	Weightage (%)	BT Level	CO	PSO	Elements of Employability (Emp)/ Entrepreneurship (Ent)/ Skill Development (SD)	Relevance to Local (L)/ National (N)/ Regional (R)/ Global (G) developmental needs	Relation to Gender (G), Environment and Sustainability (ES), Human Values (HV) and Professional Ethics (PE)

1	Foundations of Tourism and Hospitality Marketing Concept and scope of tourism & hospitality marketing, Importance of marketing in tourism industry, Nature and characteristics of services with reference to hospitality industry, Marketing process in tourism industry, Role of Marketing in Hospitality & Tourism	12	20	1	CO1		EMP & SD	L,N,G	HV& PE
2	Marketing Environment and Consumer Behaviour in Tourism The marketing environment: Microenvironment & Macroenvironment, Consumer behavior model, Factors influencing consumer behavior,	16	25	1,2	CO2				
3	Strategic Marketing Planning in Hospitality and Tourism Segmentation, Targeting and positioning strategies Understanding the hospitality and tourism marketing value driven strategy & mix: Product, Pricing, Distribution channels, Promotion	16	30	2,3,4	CO3& CO4				
4	Emerging Trends in Tourism and Hospitality Marketing Direct & Digital Marketing, Social Media Marketing, Destination Marketing, Case study -Indian context	16	25	3,4	CO5				
Reference Books									
1.	Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017). <i>Marketing for Hospitality and Tourism</i> (7th ed.). Pearson.								
2.	Dasgupta, D. (2011). <i>Tourism Marketing</i> . Pearson.								
3.	Middleton, V. T. C., Fyall, A., Morgan, M., & Ranchhod, A. (2009). <i>Marketing in Travel and Tourism</i> (4th ed.). Elsevier								