

<b>Course Title:</b>				<b>Tourism Marketing</b>				
<b>Course Code:</b>				<b>BULMI303</b>				
<b>Course Coordinator</b>				<b>Dr. Deepak Jain</b>				
<b>Credits</b>				<b>3-1-0</b>				
<b>Evaluation Scheme: Total 100 Marks</b>								
<b>Quiz (Total 20 Marks)</b>				<b>Assignment / Project (Total 20 marks) (Minimum Two Assignments or one Project)</b>		<b>Mid-Term</b>	<b>Major Examination</b>	<b>Total</b>
<b>Quiz I (5 marks)</b>	<b>Quiz II (5 marks)</b>	<b>Quiz III (5 marks)</b>	<b>Quiz IV (5 marks)</b>	<b>10</b>	<b>10</b>	<b>20 marks) (1 ½ Hour Duration)</b>	<b>(40 marks) (3 Hour Duration)</b>	<b>100 Marks</b>
<b>WEEKS</b>				<b>TOPICS TO BE COVERED</b>				
<b>Week 1</b>				<b>Evolution of Marketing: Marketing for Tourism-Tourism Product</b>				
<b>Week 2</b>				<b>Features of Tourism Marketing- Marketing Functions-Market Research-Tourism Marketing Mix</b>				
<b>Week 3</b>				<b>Understanding the Market and the Consumer: Marketing Environment-Consumer Behaviour- Buyer Decision Process</b>				
<b>Week 4</b>				<b>Demand Forecasting - Market Segmentation – Targeting – Market Positioning</b>				
<b>Week 5</b>				<b>Ps of Marketing: Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches</b>				
<b>Week 6</b>				<b>Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other Ps: People, Physical Evidence and Process</b>				
<b>Week 7</b>				<b>Marketing of Tourism &amp; Related Activities: Global Marketing, Direct Marketing, social media &amp; Digital Marketing, Green Marketing, Corporate Social Responsibility, Ethics &amp; Consumerism</b>				
<b>Week 8</b>				<b>Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Events and other Tourism sub – Sectors and Products</b>				
<b>Week 9</b>				<b>Case Study Discussion &amp; Presentations</b>				
<b>Week 10</b>				<b>Case Study Discussion &amp; Presentations</b>				
<b>Week 11 (13<sup>th</sup> -17<sup>th</sup> October, 2025)</b>				<b>Mid-Term</b>				
<b>2<sup>nd</sup> May, 2025</b>				<b>Showing of Mid-Term Answer Sheets</b>				
<b>Week 13</b>				<b>Developing Marketing Skills for Tourism: Self-Motivation-Team Building-Personality Development-</b>				
<b>Week 14</b>				<b>Creativity &amp; Innovation - Innovative Products in Tourism-International Perspective and Contemporary Trends</b>				
<b>Week 15</b>				<b>Case Study Discussion &amp; Presentations</b>				
<b>Week 16</b>				<b>Case Study Discussion &amp; Presentations</b>				
<b>Week 17 (8<sup>th</sup> -12<sup>th</sup> December, 2025)</b>				<b>Revision Week</b>				
<b>Week 18 (15<sup>th</sup> – 24<sup>th</sup> December, 2025)</b>				<b>Major Examinations</b>				
<b>8<sup>th</sup> January 2026</b>				<b>Showing of Major Exams Answer Sheets</b>				
<b>20<sup>th</sup> – 25<sup>th</sup> October 2025</b>				<b>Diwali Break</b>				

### COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Learners tend to be proficient with the concepts, components, and functions of marketing.

CLO2: Students will be familiarized with tourism specific marketing skills as well as the contemporary marketing practices adopted by tourism and allied industries.

CLO3: They would gather wholesome idea of the impacts of ICT on tourism and related activities.

CLO4: To familiarize them with the contemporary marketing practices.

**Recommended Books**

Chaudhary, M. (2010). Tourism Marketing. New Delhi: Oxford University Press.

Fyall, A., & Garrod, B. (2005). Tourism Marketing: A Collaborative Approach (Vol. 18). Bristol: Channel View Publications.

Kotler, P. (2006). Marketing Management. Delhi: PHI.

Stanton, W. J. (1999). Fundamentals of Marketing. New York: McGraw Hill.

Neelamegham, S. (1998). Marketing in India: Cases & Readings. New Delhi: Vikas.

**Calendar of Quizzes / Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.**

Component	Date
Quiz-I	Week 10
Quiz-II	Week 10
Assignment-I	Week 10
Assignment-II / Project Submission	Week 17
Quiz-III	Week 17
Quiz-IV	Week 17

**Note:**

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.

**Signature of Course Coordinator :**

*Dr Deepali Kumar Jain.*