

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Open Elective (OE) Vertical 3	
Faculty of Humanities	
Board of Studies in Culinary Arts	
UG Second Year Program	
Semester	III
Title of Paper	Hospitality Marketing and Sales (Theory)
Credits	2
From the Academic Year	2025-26

Syllabus for Open Elective (OE) (Semester – III)

Hospitality Marketing and Sales (Theory)

Title of Paper - Hospitality Marketing and Sales (Theory)		
Course Code -		
Sr. No.	Heading	Particulars
1	Description of the course:	Hospitality marketing helps management in hotel, travel, restaurants, and guest services bring awareness and consideration of their products and services to guests. Hospitality marketing strategies can play an important role in helping brands drive guest engagement and stay top-of-mind.
2	Vertical: Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By √)	√ Open Elective.
3	Type:	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Internal exam 20 marks External exam 30 marks
7	Course Objectives: Objective of course is – • To introduce Service Marketing. • To distinguish between Sales & Marketing, Goods & Services. • To describe “Six S’s” Services Marketing and express P’s of Service Marketing. • To control sales and marketing team • To define salesman’s bye laws • To plan service and service selling • To write code of quality service • To draw service pyramid	

	• To discuss on Market places • To plan a sales call	
8	Course Outcomes: On completion of this module- the trainee shall be able to - • Introduce Service Marketing. • Distinguish between Sales & Marketing. • Distinguish between Goods & Services. • Describe “Six S’s” Services Marketing • Express P’s of Service Marketing. • Control sales and marketing team • Define salesman’s bye laws • Plan service and service selling • Write code of quality service • Draw service pyramid • Discuss on Market places • Planning a sales call	
9	MODULES: - Hospitality Marketing and Sales (Theory)	30 Hours
	MODULE 1: Introduction - Marketing	
	1. Introduction – Marketing 2. Definitions – Marketing, Sales, Hospitality Products, Services. 3. Introduction to Service Marketing 4. Distinguish between Sales & Marketing. 5. Distinguish between Goods & Services. 6. Characteristics of Services Marketing 7. The “Six S’s” Services Marketing Concept: 8. P’s of Service Marketing. 9. Room selling techniques 10. Elements of marketing, Segmentation. 11. Marketing strategies 12. Organizational buying Decision 13. Pricing strategies, pricing 14. Market demand 15. Personal selling 16. Recognizing customers 17. Product knowledge 18. Direct conversation about sales 19. Understanding what you are selling 20. Features and benefits 21. Close 22. Marketing communication 23. Distribution analysis 24. Targeting the market	

	MODULE 2: Service and service selling	
	25. Front office selling tips 26. Sales and marketing team 27. Salesman's bye laws 28. Service and service selling 29. Code of quality service 30. The service pyramid 31. Market places 32. Planning a sales call 33. Discounts and discount policy 34. Up selling 35. Down sell 36. Substitute selling 37. Complaints are sales	
10	Reference Books: 1. Kotler, P. Bowne, J., Makens, J. Marketing for Hospitality and Tourism (3rd Edition), Pearson Education 2. Vaz, M. , Seta, M , (2010), Marketing Management, Manan Prakashan 3. Lewis, Chambers (2008), Marketing Leadership in Hospitality, 2nd Edition, John Wiley & Sons 4. Zeithaml, V., Jobitner, M., Grembler, D., (2008), Service Marketing, Mc Graw Hill 5. Kotler, P., (2009), Marketing Management, PH of India Pvt Ltd. 6. Andrews, Sudhir. (2007), Front Office Management & Operations, The Tata M'cGraw Hill, New Delhi.	
11	Internal Continuous Assessment: 40% (i.e. 20 Marks out of 50 Total Marks)	External Semester End Examination: 60% (i.e. 30 Marks out of 50 Total Marks)
	Individual Passing in Internal and External Examination: 40%	
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment, etc.	Select at least 3

Examination

QUESTION PAPER PATTERN

(External and Internal)

Examination Semester III

Pattern of Theory Exam

Theory Courses Evaluation Scheme for Second Year (UG) under NEP

Nature of Examination	Bifurcation of Marks				Time	Total Marks
I. Internal Evaluation for Theory Courses						
Continuous Internal Assessment (CIA) Assignment	Sr. No	Examination	Module	Marks	Time	Total Marks
	1	Class Test Total 10 Marks Define /Terminologies / Match the Column / Fill in the Blanks / Multiple Choice Questions (1 Marks each) 5 Marks Short Notes / Problem. Attempt anyone Questions out of two (a & b) (5 Marks each) – 5 Marks	Module I or on Completed syllabus	10 Marks	30 Min	20 Marks
	2	Assignments / Case Study / Presentations/ Project / Group Discussion / Ind. Visit. / Tutorial	I & II	10 Marks	Minimum 30 Min per activity.	

II. External Examination for Theory Courses						
Semester End Examination	Question No	Paper Pattern (Note: - Theory question paper pattern: Attempt any two out of four questions)	Module	Marks	Time	Total Marks
	Q. 1	Define / Terminologies / Match the Column / Fill in the Blanks / Multiple Choice Questions (1 Marks each)	I & II	15 Marks	1 Hr.	30 Marks
	Q. 2	Short Notes / Problem. Attempt any Three Questions out of four. (a, b, c & d). (5 Marks each)	I & II	15 Marks		
	Q. 3	Essay Type Questions (Attempt any one out of two)	I	15 Marks		
	Q. 4	Essay Type Questions (Attempt any one out of two)	II	15 Marks		
Note:	1. Attempt any two out of four questions. 2. Certified Journal is compulsory for appearing at the time of Practical Exam. 3. To appear examination minimum prescribed attendance is compulsory.					

Sd/-

**Sign of the BOS
Chairman,
Chef Siraj Shaikh,
Board of Studies in
Culinary Arts**

Sd/-

**Sign of the Offg.
Associate Dean,
Dr. Suchitra Naik
Faculty of
Humanities**

Sd/-

**Sign of the Offg.
Associate Dean,
Dr. Manisha Karne
Faculty of
Humanities**

Sd/-

**Sign of the Offg.
Dean,
Prof. Dr. Anil Singh
Faculty of
Humanities**