

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Commerce	
UG First Year Programme in Travel & Tourism	
Semester I	
Title of Paper	Credits 2
I) Introduction to Marketing	2
From the Academic Year	2024-2025

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Introduction to Marketing: The "Introduction to Marketing" course is designed to provide students with a comprehensive understanding of the fundamental concepts and principles of marketing, particularly in the context of the travel and tourism industry. The course covers essential topics such as market research, consumer behavior, product development, pricing strategies, distribution channels, and promotional techniques.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) <ul style="list-style-type: none"> • To introduce students to the core concepts, principles, and theories of marketing. • To understand the role of marketing in the travel and tourism industry. • To learn the process of product development and the importance of creating value for customers. • To understand pricing strategies and their implications for profitability and market positioning. • To study various distribution channels and their effectiveness in reaching target markets. • To explore promotional tools and techniques for creating awareness and driving sales. • Implement Marketing Strategies in Travel and Tourism: 	
8	Course Outcomes: (List some of the course outcomes) Upon successful completion of this course, students will be able to: <ul style="list-style-type: none"> • Demonstrate Understanding of Marketing Principles: • Exhibit a thorough understanding of fundamental marketing concepts and theories. • Explain the importance of marketing in achieving business objectives within the travel and tourism sector. • Develop strategic thinking skills to solve marketing challenges in the travel and tourism industry. • Exhibit creativity and innovation in developing marketing solutions. 	

Introduction to Marketing	
1	Introduction to Marketing
	<ul style="list-style-type: none"> • Definition and scope of marketing • Evolution of marketing concepts and philosophies • Importance of marketing in business and society • Overview of marketing functions and processes • Marketing Mix: Integrated Marketing Communications
2	Understanding Customer Needs and Consumer Behavior
	<ul style="list-style-type: none"> • Market segmentation, targeting, and positioning. • Consumer behavior and decision-making process • Market research and customer insights • Ethical considerations in consumer behavior and marketing research
3	Developing Marketing Strategies
	<ul style="list-style-type: none"> • Product development and innovation • Pricing strategies and pricing decisions • Distribution channels and logistics management • Integrated marketing communications and promotional mix
4.	Marketing Environment and Market Analysis
	<ul style="list-style-type: none"> • Macro and microenvironment factors influencing marketing decisions • Competitor analysis and competitive positioning • SWOT analysis and marketing planning • Legal, ethical, and social responsibility issues in marketing
5.	Marketing Mix: Product and Brand Management
	<ul style="list-style-type: none"> • Product life cycle and product portfolio management • Branding and brand equity • New product development and product positioning • Packaging, labeling, and product support services
6.	Marketing Mix: Pricing and Distribution Strategies
	<ul style="list-style-type: none"> • Pricing objectives and strategies • Price elasticity and pricing methods • Channel design and channel management • Retailing and e-commerce strategies

7.	Marketing Analytics and Performance Measurement
	<ul style="list-style-type: none"> • Marketing metrics and key performance indicators (KPIs) • Marketing research and data analysis • Marketing analytics tools and techniques • Return on marketing investment (ROMI) and marketing performance evaluation
	REFERENCE BOOKS
	<ol style="list-style-type: none"> 1. "Principles of Marketing" by Philip Kotler and Gary Armstrong 2. "Marketing Management" by Kevin Keller and Philip Kotler 3. V.S. Ramaswamy , S. Namakumari: Marketing Management

Semester End Examination: 30 Marks

Time : 1.00 hr

QUESTION PAPER PATTERN

Attempt any 3 out of 5 questions

Question No	Questions	Marks
Q 1	Practical/ Theory	10
Q 2	Practical/ Theory	10
Q 3	Practical/ Theory	10
Q 4	Practical/ Theory	10
Q 5	Practical/ Theory	10
	TOTAL	30

Note:

1. Equal Weightage is to be given to all the modules.
2. 10 marks question may subdivided into 5 marks each.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (20 marks)

	Assessment/ Evaluation	Marks
1	Class Test during the lectures. (Physical / Online mode). (Short notes/ MCQ's / Match the Pairs/ Answer in one sentence/	10

	puzzles)	
2	Participation in Workshop/ Conference/ Seminar/ Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	10

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

**Sign of the BOS
Chairperson
Prof. Dr. Kishori
Bhagat
BOS in Commerce**

**Sign of the
Offg. Associate Dean
Dr. Ravikant
Balkrishna Sangurde
Faculty of Commerce
& Management**

**Sign of the
Offg. Associate Dean
Prof. Dr. Kishori
Bhagat
Faculty of Commerce
& Management**

**Sign of the
Offg. Dean
Prof. Kavita Laghate
Faculty of
Commerce &
Management**