

**DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT****University of Rajshahi****BBA Program****2<sup>nd</sup> Year 1<sup>st</sup> Semester 2021**

<b>Course Code</b>	: THM 212
<b>Course Title</b>	: Principles of Marketing
<b>Course Instructor</b>	: <b>Sazu Sardar</b>
<b>Address</b>	: Assistant Professor, Department of Tourism and Hospitality Management, University of Rajshahi.
<b>Mobile No</b>	: +8801737259759
<b>Email</b>	: sazu.thm@ru.ac.bd
<b>Mode Teaching &amp; Learning</b>	: Synchronous & Asynchronous (Online & Offline)

**The rationality of the Course**

Marketing has been developed as a field of study during the advent of the last century. Since then, there has been tremendous development in marketing. Marketing strategy becomes central to enterprise strategy. This course is designed for formulating marketing strategies in the national and international business environment. It will examine the impact of multicultural tourists' behavior on service development for international markets. Special emphasis will be placed on the challenges facing tourism marketers as well as smaller firms in formulating tourism marketing strategies.

**Objectives of the Course**

This subject aims to assist the student in becoming an informed tourist and a better business manager. The subject introduces the basic principles and concepts of Marketing and provides an analytical foundation for further study in this area. The content helps students gain a better understanding of the creation of value in organizations, marketing ethics, cultural diversity, and globalization. Classroom activities and assessments develop students' teamwork, ability to communicate in English, and analyze business situations by applying relevant conceptual frameworks and creative thinking.

**Learning Outcomes:**

After completion of this course, students will be able to-

**Upon successful completion of this course students will be able to:**

1. Identify core concepts of marketing and apply them in a real-life situation.
2. Analyze diverse marketing situations and identify marketing opportunities and threats.
3. Analyze and/or suggest ways to create value in goods and services and deliver these to customers.
4. Analyze the marketing environment and can relate to destination management.
5. Demonstrate tourism consumer behavior and dramatize the service receiver Decision Process.
6. Critically select and manage information and develop and present coherent arguments on marketing issues.

<p><b>Course Contents</b></p>	<ol style="list-style-type: none"> <li>1. <b>Marketing:</b> Understanding marketplace and needs (Markets, need, want &amp; demand, market offerings, value, satisfaction, exchange, and relations)-Marketing ethics and social responsibilities-new marketing landscape.</li> <li>2. <b>Marketing Environment:</b> Macro and Microenvironment–Responding to the Marketing Environment.</li> <li>3. <b>Product:</b> Classification–Characteristics and Marketing Considerations of Different Types of Consumer Goods–Industrial Goods and Services–Product Life Cycle– Product Line Simplification–Diversification, Nature of services–Packaging, labeling, warranties, and guarantees.</li> <li>4. <b>Price:</b> Importance–Objectives–Influencing Factors for Price Determination–Pricing Methods.</li> <li>5. <b>Channel of Distribution:</b> Types and Functions of Channels–Utility of Channel–Channel Objectives and Options, Nature and importance of marketing channel-Retailing &amp; Wholesaling.</li> <li>6. <b>Promotion:</b> Objectives and Importance–Promotional Tools–Promotional Mix– Promotional Budget, Integrated marketing communication.</li> </ol>
<p><b>Teaching Learning Strategy</b></p>	<p>In-class lectures, case studies, and learner-centered learning can all be used to enhance delivery and student-learning opportunities exist to link the delivery of the course unit. Evidence of outcomes is measured by written and verbal presentations. Evidence at the outcome level can be self-Contented assignments, and group assignments integrating all outcomes, possibly with a participatory approach.</p>
<p><b>Assessment Strategy</b></p>	<ol style="list-style-type: none"> <li>1. Class Participation is assessed by a student’s engagement in discussions facilitated by the lecturer or general questions asked during lectures or tutorials. Participation is expected to be well-considered and relevant to the topic at hand.</li> <li>2. A midterm and final examination are designed to assess a student’s body of knowledge and critical thinking skills. Examinations consist of questions requiring written responses. These questions may be in multiple-choice formats or require short answers or short easy responses.</li> <li>3. A quiz is an online or class-based assessment designed to assess a student’s knowledge, skills, or capabilities, and typically consists of a short series of questions requiring brief responses.</li> <li>4. Presentations may be conducted by either an individual or r group. They involve the oral description of an area of investigation and may utilize presentation technologies or be accompanied by handouts or other supplementary materials. Presentations typically provide the opportunity for the audience to ask questions to which the presenter/s is expected to an informative response.</li> <li>5. An assignment may take a variety of formats ranging from the production of a PowerPoint presentation, the analysis of a problem of present marketing phenomenon, and a brief written response to a topic question. Assignments are typically modest in scope.</li> </ol>

<b>Recommended Books</b>	Marketing for Hospitality and Tourism by Kotler, Bowen and Make, Pearson, Sixth Edition.
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Principles of Marketing: An Asian Perspective, by Kotler, P., Armstrong, G., Ang, S.H., Leong, S.M., Tan, C.T., Yau, O.H.M., 4th Edition, Singapore, Pearson Education South Asia.</li> <li>2. Kerin, R. A., Hartley, S. W., Rudelius, W. and Lau, G.T. (2013), Marketing in Asia, 2 nd Edition, Singapore, McGraw-Hill.</li> </ol>

**Home Assignment (Individual & Group):**

The course Instructor will deliver home assignments to the students in each class. The given tasks must be properly submitted before the deadline.

**Communication with Course Instructor**

You should feel free to see me outside of class if you have any confusion about any of the material covered in class or if you would like to know more about a particular topic. I will be glad to suggest additional readings or discuss any other issues with you. You can e-mail to [sazu.thm@ru.ac.bd](mailto:sazu.thm@ru.ac.bd) for an appointment.

**Course Materials**

The course materials are available on google classroom and the department website.

**Students Assessment Details:** Your grade will be based on the following weights:

**Marks Distribution**

<b>1</b>	<b>Class attendance</b>	<b>10%</b>
<b>2</b>	<b>Practical/Presentation/Class Test/Assignment etc.</b>	<b>20%</b>
<b>5</b>	<b>Final Examination</b>	<b>70%</b>

**Class Participation:** 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

**Class Test, Presentation/Assignment/solving case etc.:** 20% of your grade will come from the practical exercise, class tests, presentation, Assignment etc. These will be based on class lecture and referred chapters from the book/s. The exam will mainly focus on multiple choice/true/false/short questions/elaborate questions from a large number of questions etc.

**Final Exam:** 70% of your grade will come from the final exam and the duration is 3 hours.

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