

COURSE TITLE	SALES & MARKETING IN SERVICE INDUSTRIES
COURSE CODE	04AH0408
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Apply marketing and sales techniques to real-world service industry scenarios and case studies. Understanding of sector-specific laws and the role of regulatory authorities in ensuring fair business practices.
- 2 Evaluate different marketing and sales strategies for their effectiveness in achieving organizational goals in the service sector.
- 3 Able to design and propose comprehensive marketing and sales strategies tailored to service sector organizations, integrating multiple aspects of service management.
- 4 Able to recall key concepts, terminology, and frameworks related to marketing and sales management in the service sector.
- 5 Analyse the importance of brand equity and reputation in the service sector.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Unique Characteristics of the Aviation Industry Characteristics of Airline Services and Customer Segmentation, Targeting Strategies, Loyalty Programs and Customer Retention	15
2	Pricing Strategies and Marketing Challenges Understanding of Pricing and Ancillary Revenue Strategies, Crisis Management, Pricing Segmentation and Discounting	15
Total Hours		30

Textbook :

- 1 Airline Marketing and Management, Stephen Shaw, Ashgate Publishing, Ltd., 2011, 2014
- 2 The Airline Business, RigasDoganis, TaylorFranciseBooks, 2023
- 3 Marketing and Services Management, Pawan Sharma, Vikas Publishing House, 2022

References:

- 1 Marketing for Hospitality and Tourism, Marketing for Hospitality and Tourism, Philip Kotler, Dr. Kotler, 2009
- 2 Marketing Management: Analysis, Planning, and Control, Marketing Management: Analysis, Planning, and Control, Philip Kotler, Prentice-Hall, 2018

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project Based Learning, Case Based Learning, Flipped Classroom , Collaboration Learning