



Department of Management Studies
Subharti Institute of Technology And Engineering
Swami Vivekanand Subharti University, Meerut
(Approved by AICTE)



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Letter No.: SVSU/SITE/DOMS/2019/VA-15

Date: 24/04/2019

Notice

Subject: Registration of Value Added Course of session 2018-19 latest by 27-04-2019.
All the students of MBA, BBA are, herewith, informed that for the making the students aware about the industry oriented program, Value added courses are being introduced in this session. Student, who wish to join the course, are advised to get registered in the course as per his/her area of interest. The Registration form is available with your Coordinators, so kindly collect the form and return back to them after filling it, latest by 27-04-2019. The list of Value Added courses are given below:

Name of the value-added courses	Course Code	Program	Year of offering	Faculty	Year
Simulation of Business Systems	ET-VA-01	MBA	2018-19	Dr. Padma Misra	2nd
E-Commerce	ET-VA-02	MBA/BBA	2018-19	Dr. Gaurab Sharma	all
Advanced Operation Research Procedures	ET-VA-03	MBA/BBA	2018-19	Mr. Kavish Sharma	all
Business Letters & Report Writing	ET-VA-04	BBA	2018-19	Ms. Rakhi Jha	1st year
Digital Marketing	ET-VA-05	BBA	2018-19	Dr. Princi Gupta	all
Planning and Managing Small Businesses	ET-VA-06	BBA	2018-19	Dr. Avanish Kr. Tyagi	2nd and 3rd year
Tourism Marketing	ET-VA-07	MBA	2018-19	Dr. Padma Misra	All
Soft Skills for Managers	ET-VA-08	BBA/MBA	2018-19	Dhirendra Singh	All

Cc to:

1. Principal, SITE
2. Student Notice Board
3. All Coordinators
4. Office File

Head of the Department
DOMS, SITE

Registrar
Swami Vivekanand
Subharti University
MEERUT

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HEAD
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Swami Vivekanand Subharti University
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SWAMI VIVEKANAND SUBHARTI UNIVERSITY
(Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)



COURSE CONTENTS

Tourism Marketing

Course Code: ET-VA-07

Session: 2018-19

Time duration: 30 Hr.

Unit – I: Understanding Marketing and Marketing Process: Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.

Unit – II: Developing Marketing Opportunities and Strategies: Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behavior, Business Markets and Buyer Behavior, Market Segmentation - Targeting and positioning for competitive Advantage.

Unit – III: Developing the Tourism Marketing Mix: Managing the Product / Service, Product Decisions Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products - Pricing Considerations and Approaches, Pricing Strategies and Methods.

Unit – IV: Distribution Channel and Logistics Management-Channel Selection, Cooperation and conflict Management, Promotion Decision – Promotion Mix: Advertising, Sales Promotion, Personal Selling, and Publicity. 3 Additional P's of tourism services Marketing Mix. Process, Physical Evidence and People.

Unit – V: Issues in Marketing: Global Marketing, Direct Marketing, Marketing on the Web, Green Marketing, Social Responsibility and marketing Ethics, Consumerism and Legal Issues.

PRINCIPAL
Acharya Vishnu Gupta
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT



Acharya Vishnu Gupta

Subharti Institute of Management & Commerce

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A constituent college of

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Report

21 May, 2019

on

Value Added Course

Session: 2018-19

Program: MBA

Date: 23-28 May, 2019

Course Name: Tourism Marketing

Course Code: ET- VA- 07

No. of Students Enrolled in the Course in the year: 10

Resource Person: Dr. Padma Misra

Objective of Value Added Course: The objective of conducting the VAC was to enhance the knowledge of the students and make them aware about competitive edge to their job prospects.

Outcome of Value Added Course: Value added courses are the fine way to fill the gaps in the knowledge of students and add competitive edge to their job prospects. As systems, programs and practices change, making it critical for job-seekers to have a range of competencies, Value Added Courses helped the students to be a winner. The purpose of the Value Added Courses is to make you industry-ready and that was fulfilled very effectively. Starting off with a Value Added Course helped the students to have a foundation on which to build their career.



Faculty Signature

PRINCIPAL

Acharya Vishnu Gupta
Subharti Institute of Management & Commerce
S.V.S.U., MEERUT



Department of Management Studies
Subharti Institute of Technology and Engineering
Attendance Record of students enrolled in Value Added Course of Odd Semester (2018-19)

Session: 2018-19

Program: MBA

Year: I

Course: Tourism Marketing

Course Code: ET-VA-07

No. of Students Enrolled in the Course in the year:
10

Faculty Coordinator: Dr. Padma Misra

Program Date: 23-28 May, 2019

Session: 2018-19

S. No.	Student's Name	Father's Name	13-05-19	14-05-19	15-05-19	16-05-19	17-05-19
1	Poonam Rani	Sh. Veer Singh	P	A	P	A	P
2	Ravi Prakash Rai	Sh. Sudama Rai	P	P	P	P	P
3	Ugyen Tangzom	Sh. Gyeltshen	P	P	A	P	P
4	Ajay Kumar	Sh. Raj Kumar	P	P	P	A	P
5	Vipul Kumar Bajwan	Sh. Virender Kumar	A	P	P	P	P
6	Mohammad Shariq	Sh. Muhammad Ilyas	P	A	P	P	P
7	Shalu Singh	Sh. Dinesh Pal Singh	A	P	P	A	P
8	Shalu	Sh. Jogindra	P	P	A	P	A
9	Uma Shankar Maurya	Sh. Ramesh Chanda	P	P	P	A	P
10	Km Neetu Bhagat	Sh. Rajendra Singh Bhagat	P	A	P	A	P


Faculty Signature


Head, DOMS, SITE

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Where Education is Passion.....

Certificate of Participation

This is to certify that Mr./Ms vaibhan of MBA program/course of I semester has actively Participated in Value Added Course on Tourism Marketing Conducted/organized by Acharya VihnuGuptSubharti College of Management & Commerce, Swami VivekanandSubharti University, on 23-28 May, 2019.

We wish success and good luck in your future Endeavour.

VAC Course Coordinator

Principal, AVGSCMC



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This is to certify that Mr./Ms Poonam Rani of MBA program/course of I semester has actively Participated in Value Added Course on Tourism Marketing Conducted/organized by Acharya Vihnu Gupta Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 23-28 May, 2019.

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VAC Course Coordinator

Principal, AVGSCMC



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This is to certify that Mr./Ms. Rani prakash Rai of MBA program/course of I semester has actively Participated in Value Added Course on Tourism marketing Conducted/organized by Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 23-28 May, 2019....

Wewish success and good luck in your future Endeavour.

VAC Course Coordinator

Principal, AVGSCMC

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This is to certify that Mr./Ms. Shalu of MBA program/course of I semester has actively Participated in Value Added Course on Tourism marketing Conducted/organized by Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami Vivekanand Subharti University, on 23-28 May, 2019....

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VAC Course Coordinator

Principal, AVGSCMC

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Certificate of Participation

This is to certify that Mr./Ms Uma Shankar Marya of MBA
program/course of I semester has actively Participated in Value Added
Course

on Tourism marketing Conducted/organized by
Acharya Vihnu Gupt Subharti College of Management & Commerce, Swami
Vivekanand Subharti University, on 23-28 May, 2019

We wish success and good luck in your future Endeavour.

VAC Course Coordinator

Principal, AVGSCMC

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