

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Hospitality Management)**  
**Semester: VII**  
**Syllabus with effect from: June-2013 (Batch 2010)**

<b>Paper Code: UM07EBBH05</b>	<b>Total Credit: 4</b>
<b>Title Of Paper: Services Marketing</b>	

Unit	Description in detail	Weightage (%)
I	<b>Introduction to Services Marketing</b> Services Dominate the modern Economy Why is the Service Sector Growing? Services Pose Distinctive Marketing Challenges	25%
II	<b>Service Characteristics of Hospitality and Tourism Marketing</b> Characteristics of Service Marketing Management Strategies for Service Business Managing Differentiations Managing Service Quality and Tangibilizing the Product	25%
III	<b>People in Services</b> People Dimension in Services, Importance of People, People as part of service and marketers Types of Service Personnel Service Customer Behaviour	25%
IV	<b>Destination Marketing</b> The Globalization of the Hospitality and Tourism Industry Marketing of Tourism Services Branding Services	25%
V	<b>Tutorial: Credit – 1 Marks – 25</b>	
	<b>Management in Action</b> A comparative study of various Hotel Group, Airline Agencies and National And Local Travel Agencies. (Advertisements and 4Ps perspective). Journal on the same shall be maintained by the students.	

**Evaluation:** Journal Shall Be Evaluated By The Concerned Teacher.

**Basic Text & Reference Books:-**

- Marketing Management by Philip Kotler
- Services Marketing : Text and Cases, 2nd Ed., by Harsh Verma,
- Pearson Services Marketing by Christopher Lovelock and Joche Wintz, Pearson
- Services Marketing by K. Rama Mohana Rao.

