

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Hospitality Management)**  
**Semester: VII**  
**Syllabus with effect from: June-2014**  
**(Batch - 2011)**

<b>Paper Code: UM07CBBH02</b>	<b>Total Credit: 3</b>
<b>Title Of Paper: Service Marketing</b>	

Unit	Description in Detail	Weightage (%)
I	<b>Introduction to Services Marketing</b> What is a service? Why Services Marketing? Services Dominate the Modern Economy Services Pose Distinctive Challenges Services sector in the Indian Economy	25%
II	<b>Characteristics of Service Marketing</b> Intangibility, Inseparability, Variability, Perishability Management Strategies for Service Businesses Managing Differentiations, Service Quality, Tangibilizing the product Managing Physical Surroundings Managing Employees as a part of the product and managing consistency.	25%
III	<b>People in Services</b> The Elements of Goods and Services People, People Dimensions in Services, Moment of Truth, Interpersonal Angle, Importance of People People as Part of Service, People as Representatives of the Firm, People as Marketers Types of Service Personnel High-Contact and Low-Contact Services Front Line and Back-room Employees Service Personnel Issues The Right Person for the Right Job, Skill Set, Employee Training, Sell Jobs Within, Service Scripts, Internal Marketing	25%
IV	<b>Service Customer Behaviour</b> Need to Know Customer Customer as a Decision Maker The Decision making Perspective Customer Purchases Involve Risk	25%

**Basic Text & Reference Books:-**

- Services Marketing (People, technology, Strategy) - Christopher Lovelock, WirtZ and Jayanta Chatteerjee-PEARSON
- Services Marketing –Text and Cases - Harsh Verma- PEARSON
- Services Marketing , K.RMR – PEARSON
- Marketing for H and T – Philip Kotler, John T. Bowen, James C. Makens

