

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

Theory (Credit-3)

Paper Code: UM07EBBT05	Total Credit: 4
Title Of Paper: Service Marketing	

Unit	Description in detail	Weightage (%)
I	Introduction to Services Marketing Services Dominate the modern Economy Why is the Service Sector Growing? Services Pose Distinctive Marketing Challenges	25%
II	Service Characteristics of Hospitality and Tourism Marketing Characteristics of Service Marketing Management Strategies for Service Business Managing Differentiations Managing Service Quality and Tangibilizing the Product	25%
III	People in Services People Dimension in Services, Importance of People, People as part of service and marketers Types of Service Personnel Service Customer Behaviour	25%
IV	Destination Marketing The Globalization of the Hospitality and Tourism Industry Marketing of Tourism Services Branding Services	25%
V	Tutorial: Credit – 1 Marks – 25	
	Management in Action 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.

