

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: V**  
**Syllabus with effect from : JUNE 2013**

<b>Paper Code:</b> UB05ECOM05	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> Service Marketing	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>Introduction of Service Marketing</b> Introduction, Characteristics of Service, Classification of Service, Service Marketing Mix	<b>25 %</b>
<b>2</b>	<b>Product and Pricing Strategy for Service Marketing</b> Product Mix, Product Development Process, Pricing Policy, Pricing Strategies	<b>25 %</b>
<b>3</b>	<b>Distribution and Communication Strategy</b> Introduction, Types of distribution channels, location decisions, managing horizontal communication	<b>25 %</b>
<b>4</b>	<b>Managing Quality In Service Organization</b> Introduction, Determinants of Service Quality, Characteristics of Service Quality, Strategies for Recovering Service Quality Failures	<b>25 %</b>

**Basic Text & Reference Books**

- Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
- Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- Marketing Management by Philip Kotler
- Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
- Service Marketing by P.K.Gupta, Everest Publishing House
- Marketing of Services STRATEGIES FOR SUCCESS, by Haresh V. Verma., Global Business Press

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