

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: V
Syllabus with effect from : JUNE 2020

Paper Code: UB05DCOM25	Total Credit: 3
Title Of Paper: Service Marketing	

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

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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