

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))**  
**Programme: B.COM Semester: V**  
**Syllabus with effect from the Academic Year: June, 2023**

<b>B.COM. SEMESTER-V</b>		
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Total Credit</b>
<b>UB05DCOM75</b>	Service Marketing	<b>3</b>

<b>Course Objectives</b>	To acquaint students with skills and knowledge in the area of Service Marketing
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<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<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>

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lecture Method</li> <li>• Online Lectures</li> <li>• Group Discussion</li> <li>• Practical Problem Solving</li> </ul>
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<b>Evaluation Pattern</b>		
<b>Sr.No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
<b>1.</b>	Internal/Written Examination	<b>15%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>15%</b>
<b>3.</b>	University Examination	<b>70%</b>

\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to</b>
<p>After completion of the course, student will be able to</p> <ul style="list-style-type: none"> <li>• Get insights about basics of service marketing</li> <li>• Get familiarity with the concept of Product and Pricing Strategy for Service Marketing</li> <li>• Learn about Distribution and Communication Strategy</li> <li>• Learn the Management of Quality In Service Organization</li> </ul>

**Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)**

<b>Sr. No</b>	<b>References</b>
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<b>1.</b>	Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications Service Marketing by P.K.Gupta, Everest Publishing House
<b>2.</b>	Nair Publication Sultan Chand & Sons, New Delhi
<b>3.</b>	Marketing Management by Shrinivasan and Radhaswami
<b>4.</b>	Publication Sultan Chand & Sons, New Delhi.
<b>5.</b>	Marketing Management by Philip Kotler
<b>On-Line Resources available that can be used as Reference Material</b>	