

SARDAR PATEL UNIVERSITY
Programme: FOURTH YEAR OF BCOM
Semester: VII
Syllabus with effect from : JUNE 2013 (BATCH 2010)

Paper Code: UB07CCOM04	Total Credit: 4
Title Of Paper: Services Marketing	

Unit	Description in detail	Weighting (%)
1	Introduction to Services Marketing What is a service Services Dominate the Modern Economy Economic liberalization and key service business in India. Services sector in the Indian Economy	25 %
2	Characteristics of Service Marketing 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 %
3	People in Services The element of Goods and Services People, People Dimensions in Services, Encounters, types, People as part of service, people as Representative and Marketers. Types of Service Personnel	25 %
4	Service Customer Behaviour Need to know customer Customer as a Decision Maker Customer purchases involve risk, Service characteristics and perceived risk.	25 %
Tutorial : Credit – 1 Marks – 25		
5	Management in Action Twenty questions (total) from Unit 1-4 shall comprise as a part of journal. Journal on the same shall be maintained by the students.	

Basic Text & Reference Books

- Services Marketing (People, technology, Strategy) - Christopher Lovelock, WirtZ and Jayanta Chatterjee-PEARSON
- Services Marketing –Text and Cases - Harsh Verma- PEARSON
- Services Marketing , K.RMR - PEARSON

