

SARDAR PATEL UNIVERSITY
PROGRAMME: B.COM. (HONS') (3 Years)
(International Accounting and Corporate Banking & Insurance)
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: June-2020
Semester: V

Paper Code: UB05CCOH23	Total
Title of Paper: Services Marketing	Credits: 3
<p>Objective: The objective of this course is to study the progression of the Indian economy towards 'servicization' is gradual but real. The development at the demand-and –supply is a spinning opportunity for new service businesses. These developments are responsible for creating survival challenges for those firms who attempt to stay constant amidst change. The contribution of the service sector in most economics is becoming bigger and services have begun to play a play a vital role. The services such as banking, insurance, telecommunication, healthcare, education, entertainment, ITES, air transportation, travel and tourism have been growing, giving scope to the firm to realize their business potential.</p>	

Unit	Description in Detail	Weightage (%)
I	<p>Introduction to Services Marketing</p> <ul style="list-style-type: none"> • What is a service? • Why Services Marketing? • Services Dominate the Modern Economy • Services Pose Distinctive Challenges • Services sector in the Indian Economy 	25%
II	<p>Characteristics of Service Marketing</p> <ul style="list-style-type: none"> • 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%
III	<p>Market Segmentation, Targeting, and Positioning</p> <ul style="list-style-type: none"> • Markets • Market Segmentation • Requirement for effective segmentation • Market Targeting - Evaluating Market Segments, Selecting Market Segments Market Positioning 	25%

IV	People in Services <ul style="list-style-type: none"> • 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%
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Evaluation : Internal : 40 Marks (Theory)
: External: 60 Marks (Theory) – Two Hours Examination

Basic Text & Reference Books:

- Services Marketing (People, technology, Strategy) -Christopher Lovelock, WirtZ and Jayanta Chatteerjee-PEARSON
- Services Marketing – K. Rama Mohana Rao - PEARSON
- Services Marketing –Text and Cases - Harsh Verma- P EARSON
- Marketing for H and T – Philip Kotler, John T. Bowen, James C. Makens