

SARDAR PATEL UNIVERSITY

(Effect from June, 2021-22)

M.COM. (BUSINESS STUDIES) SEMESTER-II		
Paper Code PB02ECOM52	Title of the Paper SERVICE MARKETING	Total Credit 04

Course Objectives	To orient students regarding basic principles and practices of service Marketing
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Course Description		
Unit	Description	Weightage
1.	Fundamental Concept in Service Marketing Meaning – Goods and services Components of service Characteristics of Services Classification of Services Other fundamental concepts in Service Marketing Tracking Customer behavior	25%
2.	Designing suitable Product and Price Mix Service Marketing Mix Product Decisions in Service Marketing New service Development Pricing the service Products Pricing Techniques	25%
3.	Designing service Promotion and Distribution Mix Service Promotion Distribution Method for services Factors Considered for Selection Corporate Image Management Building service Brand	25%
4.	Marketing of Hospitality, Travel and Tourism Products Hospitality Products Managing Demand and Supply Tourism Promotion Evolving an Integrated Tourism Development strategy Emerging Strategies for Hospitality Industry Service Delivery	25%

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

Teaching-Learning Methodology	Use of PowerPoint presentation, small caselets discussion, real life company examples, group discussion, Seminar presentation
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	University Examination	70%

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

Course Outcomes: Having Completed this course, the students will be able to	
1.	To know the services vision and mission.
2.	To study services positioning and differentiation.
3.	To familiarize service marketing mix.
4.	To analyze the customer focused services

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)	
Sr. No	References
1.	S. Shajahan (2008),Service Marketing-Concept, Practices and Cases from Indian Environment, Himalaya Publishing House, Mumbai.
2.	Lovelock, Christopher H. (2010), Managing Services: Marketing Operations and Human Resources; Englewood Cliffs. New Jersey, PHI.
3.	Kotler Philip. (2013),Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.
On-Line Resources available that can be used as Reference Material	
UGC-MOOCs courses: Principles of Marketing, Marketing Management	