



NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(An Autonomous College Affiliated to Bharathiar University) Re-Accredited
by NAAC & ISO 9001:2015 Certified Institution



**DEPARTMENT OF COMMERCE
(FINANCE)**

VALUE ADDED COURSE

2023-2024

BROUCHER

SERVICE MARKETING



SERVICE MARKETING

VALUE ADDED COURSE

Value added courses are offered to students outside the curriculum to enhance their employability skills. These courses instill a spirit of Entrepreneurship and also serve as a motivation to progress towards higher education.

OBJECTIVES

- To initiate students into learning beyond the boundaries of their chosen programmes.
- To expose students to industry requirements.
- To improve employability skills and make students industry ready.
- To provide holistic education to help students emerge as skilled and confident personalities.

COURSE CONTENT

- Importance of Services Marketing and Consumer Decision Process
- Decision Making Process in the Service Sector, Components of Customer Expectations & Four I's of services
- Marketing mix in Service Marketing
- Seven Ps & Customer's role in service delivery
- Advertising and Sales Promotion in Service Industry,
- Customer Satisfaction & Service Quality in Service Marketing
- Market Segmentation & Target Marketing



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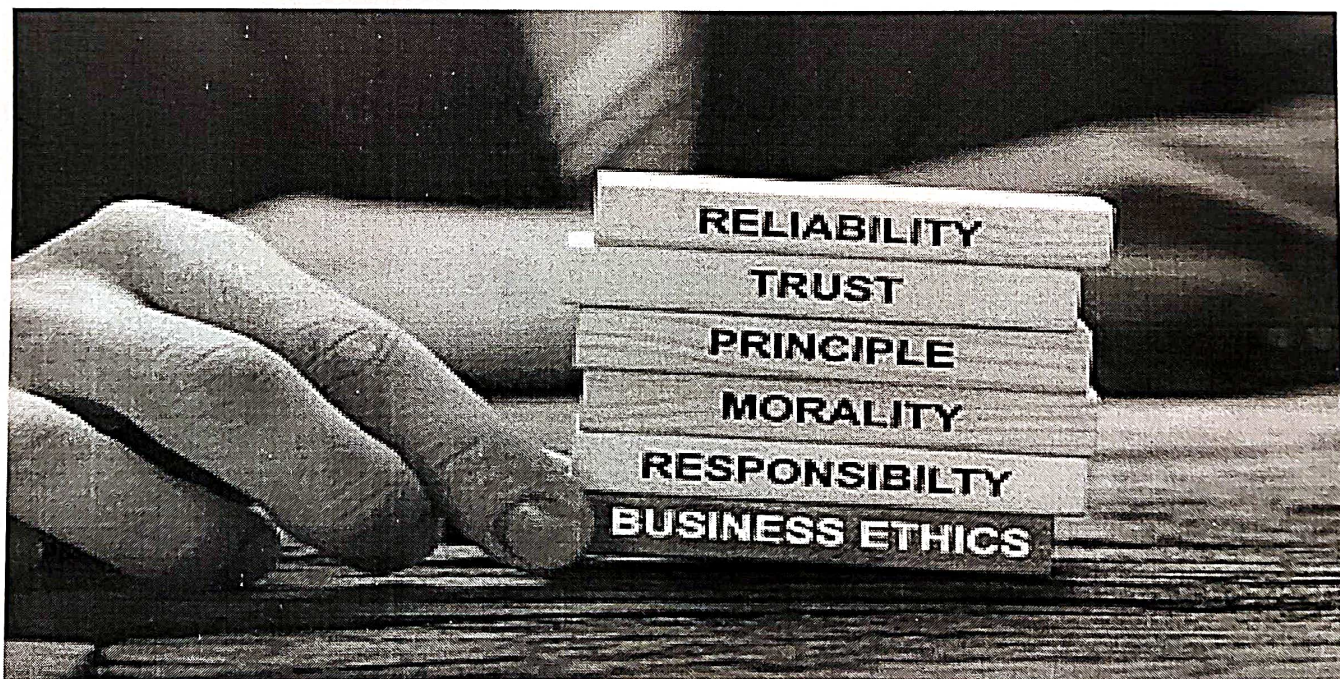
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VALUE ADDED COURSE

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BUSINESS ETHICS



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COURSE CONTENT

- Ethical values for success in business
- Importance of work place ethics and Guidelines for managing ethics at work place
- Factors influencing work place ethics
- Fundamental principles of ethics in the context of finance and accounts
- Ethical conflicts resolution in the context of finance and accounting.