

COURSE CODE 19 UPAV01	COURSE TITLE – SERVICES MARKETING
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OBJECTIVES

1. To provide students with a basic knowledge of service marketing concepts.
2. To impart knowledge about practical application of concepts in service industries.

Course Outcomes

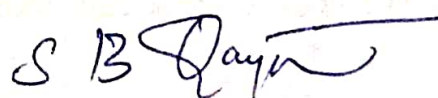
On the successful completion of the course, students will be able to:

CO Number	CO Statement	Knowledge Level
CO1	To recognize the primary requirements and magnitude of services marketing in promoting services.	K1
CO2	To Identify and discuss characteristics and challenges of managing service firms in the modern world.	K2
CO3	To enable the students in evolving marketing strategies that meets the unique challenges and opportunities of the services industry.	K2
CO4	To examine the service gap between customers' expectation and perceived services by developing appropriate communication system.	K2
CO5	To analyse the customer satisfaction by applying key elements of service concepts in service industry and to establish and sustain service excellence and provide better customer value for long run.	K3

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	H	S	S
CO2	H	S	H	H
CO3	H	H	H	S
CO4	S	S	S	S
CO5	S	S	H	L

S- Strong; H-High; M-Medium; L-Low.



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Syllabus

UNIT -I (6 Hours)

Introduction to Services and Service Marketing - Meaning and Definition- Nature and Scope- Characteristics - Challenges and issues of service marketing- Classifications of services - Marketing Mix in Service Marketing: Role of 7 P's

UNIT- II (6 Hours)

Importance of quality in services, Delivering Quality Service: Causes of Service – Service Quality Dimensions

UNIT – III (6 Hours)

Service Marketing Strategies for Hospitality, Tourism and Educational – Applying technology to service settings – e-services.

Text Book

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler	Services marketing: Integrating customer focus across the firm	Dubuque McGraw- Hill Education	2018

Reference Books:

Sl. No.	Author(s)	Title of the Book	Publisher	Year of Publication
1.	R. Srinivasan	Services Marketing: The Indian Context	PHI Learning Pvt. Ltd	2014
2.	Malcolm McDonald, Pennie Frow, Adrian Payne	Marketing Plans for Services: A Complete Guide	Wiley India Pvt. Limited	2015
3.	K Rama Mohana Rao	Services Marketing	Pearson Education	2011

Pedagogy: Chalk& Talk, lecture, Seminar, PPT, Group Discussion and Case Study.


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