

<b>M.COM. [CBCS] Semester – 3</b>		
4	<b>ELECTIVE: Group - 3 Marketing</b>	<b>Service Marketing</b>

**Name of the Course : Service Marketing**

**Course credit : 04**

**Teaching Hours : 45 (Hours)**

**Total marks : 100**

**Objectives:** This course acquaints students with the basic issues in services marketing and customer relationship management.

Unit	Content	No. of Lectures
1	<b>Importance of Services Sector:</b> Introduction- Nature and types of services; Difference between services and goods marketing; Services marketing triangle.	11
2	<b>Environment for Services Marketing:</b> Introduction- Macro and micro environments; Understanding service customers -models of service consumer behaviour; Customer expectations and perception; Service quality and GAP model.	11
3	<b>Market Segmentation and Selection:</b> Introduction- Service market segmentation; Targeting and positioning.	12
4	<b>Services Marketing Mix &amp; Applications:</b> Introduction- Need for expanded marketing mix; Planning for service offer; Pricing, promotion and distribution of services; Management of people, process and physical evidence; Matching of demand for and supply of services, Marketing of financial, hospitality, hospital, tourism and educational services; International marketing of services and GATS	11
<b>Total Lectures</b>		<b>45</b>



**Important Instructions for paper setter: –**

Paper setter has strictly instructed to follow the following instruction of structure of a question paper while setting the University examination question paper for regular and external candidates.

UNIVERSITY EXAMINATION		
Sr. No.	Particulars	Marks
1	QUE - 1 (From Unit 1) (OR) QUE - 1 (From Unit 1)	20
2	QUE - 2 (From Unit 2) (OR) QUE - 2 (From Unit 2)	20
3	QUE - 3 (From Unit 3) (OR) QUE - 3 (From Unit 3)	15
4	QUE - 4 (From Unit 4) (OR) QUE - 4 (From Unit 4)	15
	<b>Total Marks</b>	<b>70</b>

**Suggested Readings and Reference Books:**

1. Christopher, H. Lovelock: Service Marketing; Prentice Hall, New Jersey.
2. Payne, Adrian: The Essence of services Marketing, Prentice Hall, New Delhi.
3. Shankar Ravi: Service Marketing - The Indian Experience, South Asia Pub. New Delhi.
4. Zeithaml, V.A. and M.J Bitner: Services Marketing, McGraw Hill, Inc, New York.
5. Me Carthy, E. Jenome and William D. Perreault JR: Basic Marketing: Managerial Approach, Richard D. Irwin, Homewood, Illinois
6. Srinivasan, R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.

**Note: Latest Editions of the above books may be used.**

