

COURSE CODE: 2CM2010316	COURSE TITLE: Service Marketing
COURSE TYPE : ELECTIVE COURSE: SPECIALIZATION- ADVANCED BUSINESS MANAGEMENT	
COURSE OBJECTIVE: To make the students aware about the importance of service sector and its growth potential in this competitive environment.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	(A) Service Marketing- Introduction, Definitions of Service Marketing, Characteristics of service Marketing, Importance of Service Marketing Various types of Service Marketing.	15	25%
	(B) Growth & development of service sector- Service as a process, system and core concept, Distinctions between product and service marketing,		
2.	(A) Service demand & positioning- Demand for services, poisoning for services, Steps in developing a positioning strategy, 4C model for service marketing, SERVQUAL Model of Service Marketing, SERVPREF Model, Q.V.P. model of service marketing	15	25%
	(B) Service organizations- Marketing of services at the view point of organization, various types of service organizations, profitable and non profitable organizations, marketing functions of non profitable organizations.		
3.	(A) Marketing mix for service marketing – Introduction, Definitions, factors for effective service marketing, various types of service marketing, marketing mix strategy for service marketing.	15	25%
	(B) Consumers for service marketing - General and Institutional consumers, consumer decision making process for services, consumer behaviors in service marketing, strategic management for consumer services		
4.	(A) Managing products support services- pre-sale & post sale service strategy, managing service quality, portfolio management services and Investment decisions services.	15	25%
	(B) Service marketing in service sectors- study of Bank, Insurance, Education and Health care sectors, significance of service marketing in economic development of country, causes of increasing importance of service marketing.		

References Books:

1. Service Marketing- Latwin Dyse & Marry cooper
2. Service Marketing- Ramaswamy.