

**Course No.: 403**

**SERVICE MARKETING(SMKT XV)**

**Marks: 80**

**Hours: 40**

**Objective:** The objective of this course is to acquaint students with the nature and forms of services and their marketing implications.

**Course Contents:**

**Unit-I:** Nature & Types of services; Difference between Services and goods marketing; Service Marketing Triangle. Service Marketing- Origin & Growth-Classification of Services. Macro & Micro Environments for Service Marketing. 20 : 10 hrs

**Unit-II:** Understanding Service Customers, Customer Behaviour, Customer Expectation & Perception, Service Marketing Segmentation, Targeting & Positioning. 20 : 10 hrs

**Unit-III:** Need for -Expanded marketing mix, Planning of Service Offer, Pricing, Promotion and Distribution of Services. Management of people, Process and Physical Evidence Quality Issues & Quality Models-Advertising, Branding and Packaging of Services. 20 : 10 hrs

**Unit-IV:** Service Marketing Applications-Marketing of Financial, Hospital, hospitality, Tourism & Educational services. 20 : 10 hrs

**Text and Reference Books:**

1. Payne, Adrin- The essence of Service Marketing,, Prentice Hall, N. Delhi.
2. Verma H.V.- Marketing of Services, Global.Business Press- N. Delhi.
3. Nargundhar: Services Marketing. Tata Mc.Graw, New Delhi.
4. Zeitha M.L.: Service Marketing, Tata Mc. Graw New Delhi.
5. Ramamohana K.: Service Marketing, Pearson, New Delhi.
6. Rao: Service Marketing, Pearson, New Delhi.
7. Verma: Service Marketing, Pearson, New Delhi.