

SERVICE MARKETING

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
IV	21CPCO4Da	Elective IV	6 hrs. per week	90	6 hrs. per week	90	NIL	3

COURSE OBJECTIVES:

- To introduce students to the unique features and Characteristics of services and the marketing challenges.
- To help the students to understand the unique challenges inherent in marketing, managing and delivering service excellence at a profit.

COURSE OUTCOMES:

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

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL (K1- K4)
CO1	To understand the importance, needs, growth covered in this course of service marketing	K2
CO2	To analyze the concept of service marketing	K4
CO3	To develop the service quality management	K3
CO4	To develop the transport marketing	K3
CO5	To understand the marketing service in Tourism, telecommunication services	K2

Knowledge Level: K1- Remember; K2 – Understand; K3 – Apply; K4 – Analyze

MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	M	S	S	M	M
CO2	M	S	M	M	S	S
CO3	M	S	M	M	S	M
CO4	S	M	M	S	M	S
CO5	M	S	S	M	M	M

S-Strong; M-Medium; L-Low

UNIT I INTRODUCTION **15 Hours**

Service Marketing- Definition- Importance- Characteristics of Services- Growth of Services Marketing- Types of Services- Comparative Analysis between Services and Products.

UNIT II SERVICE MARKETING **15 Hours**

Concept of Service Marketing- Product Support Services- Pricing of Services- Problems in Service Marketing- Innovation in Services- Delivery Quality Services.

UNIT III CONSUMER BEHAVIOUR **20 Hours**

Consumer Behaviour Concept- Importance- Factors Influencing Buyer Behaviour- Buyer Decision Making Process- Customer Expectations- Factor Determining Customer BehaviourExpectation.

UNIT IV TRANSPORT MARKETING **20 Hours**

Transport Marketing- Concept- Marketing Management of Rail Transport- Road Transport- AIR Transport- Water Transport- Product Planning and Development- Marketing Mix for Transportation.

UNIT V TOURISM AND TELECOMMUNICATION **20 Hours**

Tourism Marketing- The Concept- Users of Tourism Services- Product Planning and Development- Merits and Demerits of Tourism Marketing- Telecommunication Service Marketing- Concept- Importance- Marketing Mix for Telecommunication Service.

TEXT BOOKS:

S.NO	AUTHOR	TITLE	PUBLISHER	YEAR OF PUBLICATION
1	ChristopherH. Lovelock and Jochen Wirtz,	Service Marketing	Person Education, New Delhi, 7 th edition,	2011
2	Dr. B. Balaji	Services Marketing and Management	S. Chand& Company Ltd, New Delhi.	2002
3	Dr.L. Natarajan,	Services Marketing	Margham Publications	2013
4	S.M. Jha,	Services Marketing,	New Delhi, Himalaya Publishing House.	2002
5	Dr.S. Gurusamy	Financial and Markets	Vijay Nicole imprints Private Ltd Chennai	2009

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S.NO	AUTHOR	TITLE OF THE BOOK	PUBLISHER	YEAR OF PUBLICATION
1	ChristopherH. Lovelock and Jochen Wirtz,	Service Marketing	Person Education, New Delhi, 7 th edition,	2011.
2	Hoffman	Marketing of Services	Cengage Learning 1 st edition	2008.
3	Dr.L. Natarajan,	Services Marketing	Margham Publications	2013
4	S.M. Jha,	Services Marketing,	New Delhi, Himalaya Publishing House.	2002
5	Helen Woodroffe	Services Marketing	Mc Millan India Ltd	1997
6	Rao	Services Marketing	Pearson Education	2011
7	Adrian Payna	The essence of Services Marketing	prentice-Hall of India Pvt Ltd	2002
8	Dr.S. Gurusamy	Financial and Markets	Vijay Nicole imprints Private Ltd Chennai	2009
9	Dr. B. Balaji	Services Marketing and Management	S. Chand& Company Ltd, New Delhi.	2002
10	Valarie A. Zeithaml, Mary Jo Bitner	Service management	Mc Graw Hill	2013
11	Helen Woodroffe	Services Marketing	McMillan India Ltd	1997
12	Rao	Services Marketing	Pearson Education	2011
13	Adrian Payna	The essence of Services Marketing	prentice-Hall of India Pvt Ltd	2002
14	Hoffman	Marketing of Services	Cengage Learning 1 st edition	2008.

TEACHING METHODOLOGY:

- Class Room Teaching
- Discussions
- PPT Presentations
- Chalk & Board
- Seminars
- Charts/ Models/Demo

WEBSITE SOURCES:

- www.wikipedia.com
- www.marketing91.com
- www.investopedia.com
- www.servicemarket.com

SYLLABUS DESIGNERS:

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