

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2023-2024

Master of Commerce (MCOM)

Semester - II

Course Code	PG02ECOM02	Title of the Course	SERVICE MARKETING
Total Credits of the Course	04	Hours per Week	04

Course Objectives	➤ To make students aware regarding basic principles and practices of service Marketing.
	➤ To make students to identify critical issues in service design including the nature of service products & market, building service model, and creating customer value.
	➤ To make students in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services
	➤ To make students develop an understanding of the state of the art service management thinking, to promote a customer service oriented mind set.

Course Content		
Unit	Description	Weightage (%)
1.	Fundamental Concept in Service Marketing Meaning – Goods and services Components of service Characteristics of Services Classification of Services Other fundamental concepts in Service Marketing Tracking Customer behaviour, TQM in Service Marketing	25 %
2.	Designing suitable Product and Price Mix Service Marketing Mix Product Decisions in Service Marketing New service Development Pricing the service Products Pricing Techniques	25 %

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3.	Designing service Promotion and Distribution Mix Service Promotion Distribution Method for services Factors Considered for Selection Corporate Image Management Building service Brand	25%
4.	Marketing of Hospitality, Travel and Tourism Products Hospitality Products Managing Demand and Supply Tourism Promotion Evolving an Integrated Tourism Development strategy Emerging Strategies for Hospitality Industry Service Delivery	25 %

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none">➤ Direct Lecture➤ Power Point Presentations➤ Seminars➤ Students Presentations and➤ Questions-Answers during lectures.➤ Small case discussion➤ Real life company examples➤ Group discussion
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Examination	20%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

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Course Outcomes: Having Completed this Course, the Learners will be able to Understand/Analyse and Learn

1.	Know the services vision and mission
2.	Services positioning and differentiation
3.	Service marketing mix
4.	The customer focused services

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

Sr. No.	References
1	S. Shajahan (2008), Service Marketing-Concept, Practices and Cases from Indian Environment, Himalaya Publishing House, Mumbai.
2	Lovelock, Christopher H. (2010), Managing Services: Marketing Operations and Human Resources; Englewood Cliffs. New Jersey, PHI.
3	Kotler Philip. (2013), Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.

On-Line Resources available that can be used as Reference Material

UGC-MOOCs courses:

- Principles of Marketing, Marketing Management
