



Course Syllabus
Gyanmanjari Institute of Commerce
Semester-3 (B.Com)

Subject: Marketing of Services- BCOMM13309

Type of course: Major

Prerequisite: Knowledge of basic principles of marketing and consumer behavior. Familiarity with core concepts of business management and economics. Proficiency in communication skills and market analysis techniques. Awareness of the unique characteristics and challenges of service-based industries."

Rationale: Marketing of Services equips B.Com students with specialized knowledge essential for navigating service-based industries, which are increasingly dominating economies worldwide. This course addresses the distinct strategies and challenges inherent in marketing intangible offerings, preparing students for careers in diverse sectors such as hospitality, finance, and healthcare. Understanding the nuances of service marketing enhances students' ability to meet evolving consumer demands and create sustainable competitive advantages for businesses. Through practical insights and theoretical frameworks, students develop skills vital for driving growth and profitability in service-oriented organizations."

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P	C	SEE	CCE		
					MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.

Marketing of Services- BCOMM13309



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	<p>Marketing of Services -</p> <p>Introduction, Key Economic Indicators about India, India at a Glance,</p> <p>Services Marketing, The use of Marketing by Service Firms, Characteristics of Services, Lack of Transportability, Classification of Services, The Extent of Services in the Economy, Illustration of Service Marketing, Service-Goods Continuum, The Service-Goods Continuum, The Services Marketing Mix, The Differential Advantage and Branding Marketing Strategy , Review Current Situation - perform a SWOT analysis, Implementing Strategy, Marketing in Non-Profit Organizations, Characteristics of Non-Profit Marketing Education versus meeting current needs, Measurement of Success and Conflicting Objectives, Target Marketing and Differentiation, Developing the Marketing Mix Characteristics that are More Prevalent in Services,</p> <p>Growth of the Service Sector - The Concept of Service - Characteristics of Services - Classification of Services - Designing the Service Blueprinting, Using Technology - Developing Human Resources - Building Service Aspirations.</p>	15	25
2	<p>Marketing Mix in Services Marketing</p> <p>Marketing mix: elements and sub-elements, Marketing Programs, Product Management Decisions, Product Levels, Branding, Product Life Cycle (PLC) Concept, New Product Development, Stages in the New Product Development Process, Pricing Basis, Objectives and Approaches, Factors Affecting a Firm's Pricing Decision, General Service Pricing Approaches, Cost-Based Approach</p>	15	25



3	<p>Strategic Marketing Management for Services</p> <p>Special Service Characteristics and Strategies, Pro-Activity-a Strategic Tool to Out service Competition, Create a Differential Advantage</p> <p>Proactive Service model</p> <p>Strategic Aspects of Services Marketing, Segmenting the Service Market, SEC Grid for Segmenting Customers, Fea Segmenting Institutional Customers, Features of the SEC Classification, Segmenting Institutional Customers</p> <p>Segment Selection or Targeting a Few Segments</p> <p>Positioning for the Selected Segments, Positioning Service Business, Capacity Planning, Capacity Scheduling</p> <p>Building the Brand – Nationally and Globally, Prominent Differences Between Goods and Services, Service Excellent in Quality, Reasons for an Improper Service Delivery, Internal Marketing, Increasing Business Mindedness, Contact Personnel, who Interact Directly with the Customer, External Marketing, Managing Differentiation, Managing Service Quality, Managing Productivity</p>	15	25
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4	Delivering Quality Services David Garvin identifies five perspectives on quality: Generic Dimensions Customers Use to Evaluate Service Quality, The Tangibles Dimension, Limitations of 'SERVQUAL', Concluding Remarks about 'SERVQUAL' instrument, A Model of Service Quality, Strategies for Reducing Standard Gap (Gap-2), Factor Strategies for Reducing Delivery Gap (Gap-3), Strategies for Reducing Delivery Gap (Gap-3), Gap—4 (The Communication Gap), Factors Influencing the Communications Gap (Gap—4), Strategies for Reducing the Communications Gap (Gap-4), Prescriptions for Closing Service Gaps: Gap 1 Prescription: Learn What Customers Expect, Tools for analyzing and Addressing the Service Quality Issues, Total Quality Management, Malcolm-Baldrige Model Applied to Services, Six-Sigma Applied to Service Organizations	15	25
5	Marketing of Different Services Classification of Services, Consumer Services, Industrial Services, Financial Services, Bank Marketing, Insurance Marketing, Insurance Marketing in India, Health Services, Hospital Services, Virtual Hospital Strategy, Hospitality Services Including Travel, Hotels and Tourism, Airlines, Cruise and Ferry Lines, Passenger Railways, Coach and Bus Travel, Car Hire: Airline Marketing, Jet Airways-a Services Marketing Case Study, Konkan Railway Corporation's roll-on, roll-off (ro-ro) Service Hotels, Tourism Marketing, Professional Services, Phony Software, Public Utility Services, Jewellery Marketing Strategies, Communication Services, Cable Television, Educational Services, Coaching Institutes for CAT Examination		



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
01	Service Simulation Students play roles as service providers or customers in simulated service encounters. Measure their performance based on customer satisfaction scores and revenue generated. Record students' decisions and strategies during the simulation for assessment. Evaluate their understanding of service marketing concepts and effectiveness in implementing strategies. Upload video on GMIU Web portal.	10
02	Case Study Analysis Faculty will provide topics and students have to do case study on it and submit analyzed data on GMIU Web portal.	10
03	Report Writing : Students will prepare report on Benefits of customer relationship, after report writing student will Upload the report on GMIU web portal.	10
04	Strategy Planning Students have to identify marketing problems and have to make suitable innovative strategy for solution (in group of 5 students). Solution strategy will be uploaded on GMIU Web portal.	10
05	Field Visit Student have to visit any two service industries and study as per criteria given by faculty. Submit detailed report on GMIU web portal.	10
06	Service Marketing Exhibition Student have to prepare poster on idea of Service Marketing. Arrange exhibition to spread innovative ideas in field of service marketing. Upload poster on GMIU Web portal.	10
07	Attendance	
Total		70



Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	40%	30%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Analyze market intangible services in diverse industries.
CO2	Explore the strategic integration of product, price, place, and promotion elements to effectively market services and create value for customers.
CO3	Develop strategic thinking and plan to effectively manage services in competitive markets.
CO4	Implement strategies to consistently deliver high-quality service experiences that meet or exceed customer expectations
CO5	Explore the unique marketing approaches required for various service industries, from hospitality to healthcare, to effectively reach and satisfy diverse customer segments.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment



Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- 1 Ravi Shanker, SERVICES MARKETING: THE INDIAN PERSPECTIVE, Excel Books, New Delhi, 2008
2. Rajendra Nargundkar, SERVICES MARKETING: TEXT & CASES, Tata McGraw- Hill Publishing Company, New Delhi, 2008
3. Christopher H. Lovelock, SERVICES MARKETING: PEOPLE, TECHNOLOGY, STRATEGY, Pearson Education Asia.
4. R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited, New Delhi.
5. Zeithaml, Parasuraman & Berry, DELIVERING QUALITY SERVICE, The Free Press, Macmillan. 2008

