



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-7 (BBA)

Subject: Service Marketing – BBAMM17401

Type of course: Major (Core)

Prerequisite:

Basic understanding of marketing concepts and service sector operations.

Rationale:

The study of Service Marketing develops knowledge about service strategies, customer relationship management, and service quality, which are essential for managing and marketing services effectively in today's competitive business environment.

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-Classroom 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.



Course Content:

Sr.No	Course Content	Hrs	% Weightage
1	Introduction to Service Marketing <ul style="list-style-type: none"> • Meaning and Concept of Services • Characteristics of Services (Intangibility, Inseparability, Variability, Perishability) • Difference between Goods and Services • Service Sector Growth (Global & Indian Scenario) • Service Marketing Mix (7Ps: Product, Price, Place, Promotion, People, Process, Physical Evidence) • Classification of Services 	15	25
2	Consumer Behavior in Services <ul style="list-style-type: none"> • Understanding Customer Expectations in Services • Factors Influencing Customer Expectations • Customer Perceptions and Satisfaction • Service Encounter and Moment of Truth • Customer Decision-Making Process in Services • Customer Experience Management 	15	25
3	Service Design and Delivery <ul style="list-style-type: none"> • New Service Development Process • Service Blueprinting • Designing Service Processes • Role of Technology in Service Delivery • Service Delivery Channels (Online & Offline) • Managing Demand and Capacity 	15	25
4	Service Branding & Relationship Marketing <ul style="list-style-type: none"> • Service Branding Concepts • Building Strong Service Brands • Internal Marketing • Relationship Marketing • Customer Relationship Management (CRM) • Role of Digital Marketing in Services 	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Service Sector Case Study Students will select any service organization and explain its services, target customers, and service strategy. Submit report as PDF on GMIU Web Portal	10
2	Factors Influencing Customer Expectations Students will prepare a report explaining the factors that influence customer expectations such as personal needs, past experience, word-of-mouth communication, service promises, and situational factors. Students should include real-life examples from any service company. Prepare report & upload it on GMIU ERP Portal.	10
3	Technology in Service Delivery Research Students will research how technology improves service delivery. Prepare report & upload it on GMIU ERP Portal.	10
4	Service Branding Case Study Students will analyze a well-known service brand and explain how it has built brand identity and customer trust. Prepare report & upload it on GMIU ERP Portal.	10
5	Relationship Marketing Students will identify loyalty programs used by service companies and explain how they maintain long-term customer relationships. Prepare report & upload it on GMIU ERP Portal.	10
6	Customer Experience Observation Report Students will visit a service organization and evaluate the customer service experience. Observation report as PDF & upload it on GMIU ERP Portal.	10
7	Attendance	10
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%	10%	10%	10%	-

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	Understand the concept and characteristics of services and service marketing.
CO2	Analyze service consumer behavior and service quality management
CO3	Apply service marketing strategies and tools
CO4	Evaluate service branding, relationship marketing, and service recovery strategies

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. 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] Services Marketing – Integrating Customer Focus Across the Firm – Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2018)
- [2] Services Marketing – People, Technology, Strategy – Christopher Lovelock & Jochen Wirtz (2016)
- [3] Services Marketing – K. Douglas Hoffman & John E. G. Bateson (2017).
- [4] Services Marketing: Concepts, Strategies & Cases – K. Douglas Hoffman (2018).
- [5] Services Marketing: The Indian Perspective – Ravi Shankar (2010).

