

AC –11-03-2025  
Item No. –04

Approved by the BOS in Bachelor of Commerce (Management Studies) on 06-03-2025 Item No. 03

## **As Per NEP 2020**

# **Tolani College of Commerce (Autonomous)**



Knowledge is Supreme

**Title of the Course: Service Marketing**

**Programme: Bachelor of Management Studies Semester-VI**

**Syllabus for 4 credits**

**From the academic year 2025 - 2026**

**~~Name of the Course: Service Marketing~~**

Sr. No.	Heading	Particulars
1.	<b>Description the course:</b>	This course focuses on the principles and practices of marketing services, emphasizing the distinctive nature of services compared to tangible products. Participants will gain insights into the challenges and opportunities inherent in the service industry and develop strategies for effective service marketing. The course integrates theoretical concepts with real-world examples to prepare students for the dynamic and evolving service marketing landscape.
2.	<b>Vertical</b>	Marketing Elective
3.	<b>Type:</b>	Theory
4.	<b>Credit:</b>	4 credits
5.	<b>Hours Allotted:</b>	60 Hours
6.	<b>Marks Allotted:</b>	100 Marks Continuous Evaluation 40 Marks Semester End Examination 60 Marks
7.	<p><b>Course Objectives:</b></p> <ul style="list-style-type: none"> <li>• To provide learners with a comprehensive understanding of the unique characteristics of services, including intangibility, inseparability, variability, and perishability, and how these characteristics impact marketing strategies.</li> <li>• To equip learners with the knowledge and skills necessary to develop effective marketing strategies for services, including service design, pricing, distribution, promotion, and positioning, tailored to the specific needs and preferences of service customers.</li> <li>• To educate learners on the importance of building and maintaining strong customer relationships in service industries</li> <li>• To explore the role of technology in service marketing, including the use of digital channels, social media, mobile apps, and other technology-enabled platforms</li> </ul>	
8	<p><b>Course Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Learners will be able to apply their understanding of service characteristics and marketing principles to analyze and solve real-world marketing challenges faced by service businesses across various industries.</li> <li>• Learners will develop comprehensive service marketing plans that address all aspects of the marketing mix.</li> <li>• Learners will demonstrate the ability to effectively manage customer relationships through various stages of the customer lifecycle</li> <li>• Learners will be proficient in leveraging technology and digital marketing tools to enhance the marketing of services, including the use of social media, online advertising, customer relationship management (CRM) systems, and analytics tools to improve Customer engagement and drive business growth.</li> </ul>	

**Module 1: Introduction of Services Marketing**

- Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services, Role of Services in Modern Economy, Services Marketing Environment, Goods vs Services Marketing and Goods Services Continuum
- Consumer Behaviour, Positioning a Service in the Market Place  
Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty.
- Type of Contact: High Contact Services and Low Contact Services and Sensitivity to Customers' Reluctance to Change.

**Module 2: Key Elements of Services Marketing Mix**

- The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping- Flowcharting.
- Branding of Services – Problems and Solutions.
- Options for Service Delivery.

**Module 3: Managing Quality Aspects of Services Marketing**

- Improving Service Quality and Productivity.
- Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality and The SERVQUAL Model.
- Defining Productivity – Improving Productivity  
Demand and Capacity Alignment.

**Module 4: Marketing of Services**

- International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing.  
Factors Favouring Transnational Strategy and Elements of Transnational Strategy
- Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry, CHATBOTS and SEO (Search Engine Optimisation).
- Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector.

10	<b>Reference Books:</b> <ul style="list-style-type: none"> <li>• Ramneek Kapoor, Justin Paul &amp; Biplab Halder, Services Marketing-Concepts And Practices, McgrawHill, 2011</li> <li>• K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition, 2011</li> <li>• C. Bhattacharjee, Service Sector Management, Jaico Publishing House, Mumbai, 2008</li> <li>• Govind Apte, Services Marketing, Oxford Press, 2004</li> </ul>																
11	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination: 60%</b>															
12	<b>Continuous Evaluation through: (40 Marks)</b> <table border="1" data-bbox="298 573 1463 726" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th data-bbox="298 573 1019 611" style="text-align: center;">Component</th> <th data-bbox="1024 573 1463 611" style="text-align: center;">Total Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="298 617 1019 726" style="text-align: center;">Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test</td> <td data-bbox="1024 617 1463 726" style="text-align: center;"><b>40 Marks</b></td> </tr> </tbody> </table>		Component	Total Marks	Assignment/Case Studies/Book Review/ News Analysis/Presentation/ /Project/ Class Test	<b>40 Marks</b>											
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13	<p><b>Format of Question Paper:</b> for the final examination</p> <p style="text-align: center;"><b>Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 60</b> <b>Duration: 2 Hour</b></p> <table border="1" data-bbox="228 1041 1484 1780" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="228 1041 375 1108" style="text-align: center;">Q. No.</th> <th data-bbox="380 1041 1292 1108" style="text-align: center;">Particular</th> <th data-bbox="1297 1041 1484 1108" style="text-align: center;">Marks</th> </tr> </thead> <tbody> <tr> <td data-bbox="228 1115 375 1276" style="text-align: center; vertical-align: top;">Q-1</td> <td data-bbox="380 1115 1292 1276"> <b>Attempt any TWO the following:</b> (Module 1)  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td data-bbox="1297 1115 1484 1276" style="text-align: center; vertical-align: top;"><b>15 Marks</b></td> </tr> <tr> <td data-bbox="228 1283 375 1444" style="text-align: center; vertical-align: top;">Q-2</td> <td data-bbox="380 1283 1292 1444"> <b>Attempt any TWO the following:</b> (Module 2)  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td data-bbox="1297 1283 1484 1444" style="text-align: center; vertical-align: top;"><b>15 Marks</b></td> </tr> <tr> <td data-bbox="228 1451 375 1612" style="text-align: center; vertical-align: top;">Q-3</td> <td data-bbox="380 1451 1292 1612"> <b>Attempt any TWO the following:</b> (Module 3)  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td data-bbox="1297 1451 1484 1612" style="text-align: center; vertical-align: top;"><b>15 Marks</b></td> </tr> <tr> <td data-bbox="228 1619 375 1780" style="text-align: center; vertical-align: top;">Q-4</td> <td data-bbox="380 1619 1292 1780"> <b>Attempt any TWO the following:</b> (Module 4)  A. Full Length Question  B. Full Length Question  C. Full Length Question </td> <td data-bbox="1297 1619 1484 1780" style="text-align: center; vertical-align: top;"><b>15 Marks</b></td> </tr> </tbody> </table> <p style="text-align: center; margin-top: 20px;">Note: Any of the full length question of 7.5 Marks can be a case study.</p>		Q. No.	Particular	Marks	Q-1	<b>Attempt any TWO the following:</b> (Module 1) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-2	<b>Attempt any TWO the following:</b> (Module 2) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-3	<b>Attempt any TWO the following:</b> (Module 3) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>	Q-4	<b>Attempt any TWO the following:</b> (Module 4) A. Full Length Question B. Full Length Question C. Full Length Question	<b>15 Marks</b>
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### Signatures of Team Members

<b>Sr. No</b>	<b>Name</b>	<b>Signature</b>
1.	Dr. Sadhana Venkatesh	
2.	Ms. Shalini Clayton	
3.	Ms. Ashiyana Shaikh	

