

	P.R.Government College (Autonomous) Kakinada	Program & Semester III B.COM.,(CA) V / VI SEMESTER			
Course Code	SERVICE MARKETING				
Teaching	Hours Allocated: 65+ 15 (Theory)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities;	Remembering & Understanding
CO2	Demonstrate a knowledge of the extended marketing mix for services; Develop and justify marketing planning and control systems appropriate to service-based activities	Application
CO3	Develop and justify marketing planning and control systems appropriate to service-based activities	Analyzing
CO4	Define the relationship marketing. Recognizes basic approaches about relationship marketing. Interprets customer relationship management applications.	Remembering & Application
CO5	Conduct an investigation of service delivery systems, collecting, analysing data, and synthesizing information to provide valid conclusions.	Application

Course with focus on employability / entrepreneurship / Skill Development modules

Skill Development		Employability		Entrepreneurship	
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UNIT I	Introduction: Nature and Scope of services <ol style="list-style-type: none"> 1. Introduction: Nature and Scope of services characteristics of services, classification of services – need for service marketing - reasons for the growth of services sector, Overview of marketing Different Service Sectors – (5 hours) 2. Marketing of Banking Services -Marketing in Insurance Sector - Marketing of Education Services - (5 hours)
UNIT II	Consumer Behaviour in Services Marketing <ol style="list-style-type: none"> 3. Customer Expectations on Services- Factors influencing customer expectation of services. - Service Costs experienced by Consumer. 4. The Role of customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight – (5 hours)
UNIT III	Consumer Behaviour in Services Marketing <ol style="list-style-type: none"> 5. Customer Expectations on Services- Factors influencing customer expectation of services – (5 hours) 6. Service Costs experienced by Consumer, the Role of customer in Service Delivery, Conflict Handling in Services, Customer Responses in Services, Concept of Customer Delight - (5 hours)
UNIT– IV	Customer Relationship marketing and Services Market Segmentation. <ol style="list-style-type: none"> 7. Customer Relationship marketing: Meaning -Importance of customer & customer's role in service delivery, Benefits of customer relationship, retention strategies. Services Market Segmentation - (5 hours) 8. Market segmentation -Basis & Need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing - (5 hours)
UNIT– V	Customer Defined Service Standards. <ol style="list-style-type: none"> 9. Customer Defined Service Standards - Hard and Soft, Concept of Service Leadership and Service Vision -Meeting Customer Defined Service Standards -Service Flexibility Versus Standards – (5 hours) 10. Strategies to Match Capacity and Demand - managing Demand and Supply of Service –applications of Waiting Line and Queuing Theories to Understand Pattern Demand - (5 hours)