



Bachelor of Business Administration (B.B.A.)					
Semester	VI	Course Title	Service Marketing (Marketing Group)	Course Code	
Type of Course	Major (Marketing)	Credit	04	Theory	04 Hours
Practical	NIL	Teaching Hours	60	Internal Marks	50
External Marks	50	Total Marks	100	External Exam Time	2 Hours

COURSE OUTCOMES:

- To know the service concept, its evolution and growth.
- To understand Marketing Mix in service marketing and its effective management.
- To know the service marketing techniques applied in various sectors.

Pedagogy: Theory, Exercise

COURSE CONTENT

Unit-1	Fundamentals of Service Marketing	Hours: 12
	<ul style="list-style-type: none"> • Concept, • Characteristics of services and its marketing Implications, • Classification of Services, • Service Marketing Mix, (7Ps' of Services Marketing) • Growth of Service Sector- Factors and Challenges 	
Unit - 2	Decision areas in Service Marketing	Hours: 12
	<ul style="list-style-type: none"> • Service Designing and Development: Developing and managing Core and Supplementary Services • Service Distribution: Types of contact, Place and time decisions • Pricing the Service: Concept of service pricing, Service Pricing Strategies • Service Promotion: Sources of Communication – Traditional Sources, Channel Sources, Online sources, external sources 	
Unit - 3	Service Marketing Decisions in Extended Marketing Mix	Hours: 12
	<ul style="list-style-type: none"> • Process: Service Blueprinting – Concept and Components, Service Process Redesign • People: Service Triangle, Role of employees in service delivery. • Physical Evidence: Servicescape- Meaning, Types and uses of Service Environment 	
Unit - 4	Service Quality, Demand and Capacity Management	Hours: 12
	<ul style="list-style-type: none"> • Capacity Analysis – Understanding Capacity • Demand Patterns • Strategies for demand and capacity management • Concept of Service Quality • Measures of Service Quality- Soft and Hard Measures 	
Unit - 5	Understanding Service Sectors	Hours: 12
	Brief idea of following Service Sectors: <ul style="list-style-type: none"> • Education Marketing • Hospital Marketing • Tourism Marketing • Hotel Marketing • Financial Services Marketing 	
Skill Development Activities: Practical Applications.		



REFERENCES

- WirtzJochen, Lovelock Christoper, Services Marketing: People Technology Strategy, PearsonEducation,9e,2022.
- Valarie A. Zeithaml, Mary Jo Bitner, Dwanye D. Gremler , Ajay Pandit, Services Marketing - Integrating Customer Focus Across the Firm, McGraw Hill Education ,2018.
- S.M. Jha, Services marketing, Himalaya Publishers, India.
- Ravi Shanker , Services Marketing, First Edition, Excel Books, NewDelhi 2008.