

Programme Name	Master of Commerce
Semester	Third
Paper No	3.43
Course Code	
Course Name	Service Marketing (Paper-6)
Course Type	Elective Course
Effective from	JUNE 2012
Objective	To know service sectors – management, marketing, its need.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Service Marketing- meaning, concept, Typical characteristics of service Marketing, , Types of Service Marketing,	08	13	0.5
	B	Growth & development of service sector- Service as a process, system and core concept, Distinctions between product and service marketing,	07	12	0.5
2	A	Service demand & positioning- Demand for services, poisoning for services, Steps in developing a positioning strategy, 4C model for service marketing, Q.V.P. model of service marketing.	08	13	0.5
	B	Service organizations- Marketing of services at the view point of organization, various types of service organizations, profitable and non profitable organizations, marketing functions of non profitable organizations.	07	12	0.5
3	A	Marketing mix for service marketing- meaning, factors for effective service marketing, various types of service marketing, marketing mix strategy for service marketing.	08	13	0.5
	B	Consumers for service marketing- general and institutional consumers, consumer decision making process for services, consumer behaviors in service marketing, strategic management for consumer services.	07	12	0.5
4	A	Managing products support services - pre-sale & post sale service strategy, managing service quality, portfolio management services and Investment decisions services.	06	13	0.5
	B	Service marketing in service sectors - study of Bank, Insurance, Education and Health care sectors, significance of service marketing in economic development of country, causes of increasing importance of service marketing.	06	12	0.5

Reference: 1. Service Marketing- Latwin Dyse & Marry cooper  
2. Service Marketing- Ramaswamy.