

**Semester Lecture Plan**

<b>Name of the college: Government College of Arts, Science and Commerce Sanquelim Goa</b>							
<b>Name of Faculty: Yakshita Kiran Vengurlekar</b>		<b>Subject: Services Marketing II (DSE4)</b>					
<b>Paper code: UCOD115</b>		<b>Program/Course: T.Y.B.COM</b>			<b>Division: Combine</b>		
<b>Academic year: 2024 - 2025</b>		<b>Semester: V</b>			<b>Total Lectures: 30</b>		
<b>Course Objectives:</b>							
1. To familiarize the students with the diversity in the services sector and the unique challenges faced by the managers in these services.							
<b>Course Learning Outcome: After completion of the course, the students will be equipped with the following</b>							
1. CO1 Evaluate the marketing strategies adopted by the service firms of hospitality, transport industry, courier services, media services and health care services.							
2. CO2 Discuss new service marketing concepts.							
<b>Student Learning Outcome: After completion of the course, the students will be equipped with the following</b>							
1. Analyze the marketing tactics used by service providers in the hospitality, transportation, media, courier, and healthcare industries.							
2. Understand new service marketing concepts							
Month	Lectures From:                      To:		No. of lectures allotted	Topic, Subtopic to be covered	Exercises/ Assignments	ICT Tools	Reference books
July 2024	01/07/24	24/08/24	12	<b>Unit I Tourism and Hospitality Services</b> Tourism Services, Tourism product - meaning and components Demand factors for tourism product. Role of tour operators and travel agents. Hospitality Services,	Question and answers, problem solving, ISA, quiz, case studies.	Interactive panels, Power Point Presentations, PDF's, Google classrooms	Srinivasan, R. Services Marketing - The Indian Context  Shankar, Ravi. Services Marketing - The Indian Perspective

				<p>hospitality product - meaning and components</p> <p>Major decisions in marketing of hotels</p> <p>classification of hotels.</p> <p>Airlines Services - meaning and feature of airline product, marketing mix for airlines .</p> <p>Indian Railways - Brief profile, pricing considerations for Indian railways.</p>			<p>Venugopal, Vasanti. Services Marketing. Himalaya Publications.</p> <p>Rust, Roland; Zahorik, Anthony &amp; Keiningham, Timothy. Services Marketing</p>
August 2024	1/8/2024	31/8/2024	10	<p><b>Unit I Tourism and Hospitality Services</b></p> <p>Emerging trends in tourism:</p> <p>i) Eco tourism -meaning, concept</p> <p>ii) Adventure tourism - meaning, concept</p> <p>iii) Health tourism - meaning, concept</p> <p><b>Unit IV Emerging trends in Services</b></p> <p>Green marketing - meaning, green marketing practices in service sector.</p>		<p>Interactive panels, Power Point Presentations, PDF's, Google classrooms</p>	<p>Srinivasan, R. Services Marketing - The Indian Context</p> <p>Shankar, Ravi. Services Marketing - The Indian Perspective</p> <p>Venugopal, Vasanti. Services Marketing. Himalaya Publications.</p>
September 2024	1/9/2024	30/9/2024	07	<p><b>Unit IV Emerging trends in Services</b></p> <p>Health care services - concept, providers of health care services</p>		<p>Interactive panels, Power Point Presentations, PDF's, Google classrooms</p>	<p>Srinivasan, R. Services Marketing - The Indian Context</p>

				Media services - concept, buyers BPOs, KPOs and LPOs - meaning, merits and limitations.			Shankar, Ravi. Services Marketing - The Indian Perspective. Venugopal, Vasanti. Services Marketing. Himalaya Publications.  Rust, Roland; Zahorik, Anthony & Keiningham, Timothy. Services Marketing
October 2024	1/10/2024	22/10/24	06	<b>Unit IV Emerging trends in Services</b> Courier services – concept, major players Web marketing- concept, benefits.  <b>Revision</b>	Question and answers, problem solving, quiz, case studies	Interactive panels, Power Point Presentations, PDF's, Google classrooms	Srinivasan, R. Services Marketing - The Indian Context  Shankar, Ravi. Services Marketing - The Indian Perspective  Venugopal, Vasanti. Services Marketing. Himalaya Publications.
	<b>Total</b>		<b>35</b>				

Component	Max Marks
ISA 1	10
ISA 2	
Practical	

Project	
Semester End Exam	80