

Lecture Plan		
Name of the College: Government College of Arts, Science and Commerce. Sanquelim - Goa		
Name of Faculty: Ms. Sheetal Mandrekar	Subject: SERVICES MARKETING	
Paper code: CBM-203	Program: S.Y.B.Com	Division:
Academic year: 2024-2025	Semester: IV	Total Lectures: 60
<b>Course Objectives: .</b> Objectives of the Course are: 1. To acquaint learners with the fundamental concepts of services marketing. 2. To provide learners with an understanding of the services marketing mix. 3. To create learner awareness on the practical aspects of marketing services in multiple sectors. 4. To enable learners with skills required for marketing of services.		
<b>Course Outcome:</b> After completion of this course, the learners will be able to: 1. Understand and explain the key concepts of service marketing. 2. Identify the different components of the service marketing mix. 3. Identify and analyse service marketing challenges. 4. Develop skills required for marketing of services.		
<b>Student Learning Outcome:</b> 1. Understand and explain the key concepts of service marketing. 2. Identify the different components of the service marketing mix. 3. Identify and analyse service marketing challenges. 4. Develop skills required for marketing of services.		

Month	Lecture From	Lecture To	No. of lectures allotted	Topic, Subtopic to be covered	Exercise/ Assignment	ICT Tools	Reference books
DEC 2024	09/12/2024	14/12/2024	08	Unit 1: Introduction to Services and Key Concepts The concept of Service; Role of the service sector in an economy;	Test	Powerpoint presentation	Avadhani, V. A. (2008). Marketing Of Financial Services (Third ed.). Himalaya Publishing House
	16/12/2024	21/12/2024		Factors responsible for growth of the service sector;			
JAN 2025	02/01/2025	04/01/2025	16	Classification of services; Characteristics of services and their marketing implications (including Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory).	Test	Powerpoint presentation	Shankar, R. (2002). Services Marketing: The Indian Perspective : Text and Readings.
	06/01/2025	11/01/2025		Customer Satisfaction and Service Delivery: Meaning and types of customer expectations- Zone of Tolerance;			
	13/01/2025	18/01/2025		Customer satisfaction- concept, states of customer satisfaction.			
	20/01/2025	25/01/2025		Service Quality: Concept, Service quality dimensions, Service quality gaps.			
	27/01/2025	31/01/2025		Career opportunities in services marketing.			
FEB 2025	01/02/2025	-	16	Unit 2: Traditional Marketing Mix in the context of Services Product Mix: The concept of the Service Product; Product Level Framework - core level, expected level, augmented level and potential level.	Test	Powerpoint presentation	Hoffman, K. D., & Bateson, J. E. (2017). Services Marketing : Concepts, Strategies & Cases (Fifth ed.). Cengage learning Ltd.
	03/02/2025	08/02/2025		Price Mix: The concept of service price; Challenges in pricing of services.			
	10/02/2025	15/02/2025		Promotion Mix: The concept of service promotion, Guidelines for managing service promotion.			
	17/02/2025	22/02/2025		Place Mix: The concept of place in the context of services,			
	24/02/2025	28/02/2025		Challenges in distribution of services, Choice of channels of distribution.			
MAR 2025	01/03/2025	-	16	Unit 3: The Extended 3Ps in the Services Marketing Mix Process Mix: The service process; types of service processes;	Test	Powerpoint presentation	. Jauhari, V., & Dutta , K. (2017). Services

	03/03/2025	08/03/2025		Service blueprint- developing a service blue print - application of service blue print.			Marketing: Text And Cases 2E (Second ed.). Oxford University Press
	10/03/2025	15/03/2025		People Mix: People in services; Types of service personnel – Customer contact employees, Support personnel;			
	17/03/2025	22/03/2025		The Service Triangle. Physical evidence: Physical evidence in services;			
	24/03/2025	29/03/2025		Components of physical evidence - Physical 15 facilities, Physical setting/ Servicescape, Social setting, Role of physical evidence.			
	31/03/2025	-		Unit 4: A Multi-sector Approach to Services Marketing Tourism and Hospitality services: Travel and tourism services; Hotels.			
APR 2025	01/04/2025	05/04/2025	04	Financial services: Banking services, Insurance services, Mutual funds.	Test	Powerpoint presentation	Nargundkar, R. (2010). Services Marketing: Text & Cases (Third ed.). McGraw Hill.
	07/04/2025	11/04/2025		Health care services. Telecommunication services.			
TOTAL LECTURES			60				

#### Assessment Rubrics

Component	Max Marks
ISA 1	10
ISA 2	10
Practical	
Project	
Semester End Exam	80