

Lecture Plan							
Name of the college: Government College of Arts, Science and Commerce, Sanquelim – Goa.							
Name of Faculty: Prashant V Bhonsle				Subject: Services Marketing			
Paper code: CBM-203				Program: B.COM		Division:	
Academic year: 2025 - 2026				Semester: IV		Total Lectures: 60	
Course Objectives: 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.							
Expected Course Outcome: 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.							
Student Learning Outcome: Students will be able to explain the key concepts of service marketing, will be able to identify different components of service marketing mix and we 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
				Unit Introduction 1: to	Homework on Four I's of	PPT	Services Marketing by

December	1 st Dec	06 th Dec	3	Services and Key concepts Concept of service, Role of service sector, factors responsible for growth of service sectors.	Service with examples.		Vasanti Venugopal & Raghu V.N. Services Marketing (Second ed.) by Apte, G.
December	8 th Dec	13 th Dec	4	Features of services and their implications, Four I's of Services, Classification of services.		Green Board	Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing (Second ed.) by Apte, G.
December	15 th Dec	20 th Dec	2	Customer satisfaction-concept and state of customer satisfaction, Meaning of customer expectation		PPT	Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing: The Indian Perspective: Text & readings by Shankar, R.
	22 nd Dec	23 rd Dec	2	Types of customer expectation, zone of tolerance,		PPT	Services Marketing by Vasanti

				service delivery concept.			Venugopal & Raghu V.N.
January	2 nd Jan	3 rd Jan	2	Service Quality dimension and service quality gap			Services Marketing by Vasanti Venugopal & Raghu V.N.
January	5 th Jan	10 th Jan	4	Career opportunities in services. Unit 2: Traditional Marketing Mix in the context of Services Product Mix- The concept of service product	Assignment on “Career opportunities in Services Marketing”	PPT	Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing: The Indian Context by Srinivasan,y.R
January	12 th Jan	17 th Jan	4	Product Level Framework - core level, expected level, augmented level and potential level ISA 1 - Assignment	Homework on “Concept of service pricing and challenges in pricing of services”	PPT	Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing: The Indian Context by Srinivasan,y.R
January	19 th Jan	24 th Jan	4	Price Mix: The concept of service price; Challenges in		PPT	Services Marketing by Vasanti

				pricing of services. Promotion Mix: The concept of service promotion			Venugopal & Raghu V.N.
January	26 th Jan	31 st Jan	4	Guidelines for managing service promotion. Place Mix: The concept of place in the context of services, Challenges in distribution of services			Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing: The Indian Perspective: Text & readings by Shankar, R.
February	2 nd Feb	7 th Feb	4	Choice of channels of distribution. Unit 3: The Extended 3Ps in the Services Marketing Mix Process Mix: The service process; types of service processes; Service blueprint-		PPT	Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing: The Indian Context by Srinivasan, y. R
	9 th Feb	14 th Feb	4	developing a service blue print - application of service blue print. People Mix: People in services;	Homework on “ People in services and Types of service personnel”	PPT	Services Marketing by Vasanti Venugopal & Raghu V.N.

				ISA 2 – Written Test			
February	16 th Feb	21 st Feb	4	Types of service personnel – Customer contact employees, Support personnel; The Service Triangle. Physical evidence: Physical evidence in services;		PPT	Services Marketing by Vasanti Venugopal & Raghu V.N.
	23 rd Feb	28 th Feb	4	Components of physical evidence – Physical facilities, Physical setting/ Servicescape, Social setting; Role of physical evidence.		Class Board	Services Marketing by Vasanti Venugopal & Raghu V.N.
March	2 nd March	7 th March	3	Unit 4: A Multi-sector Approach to Marketing Tourism and Hospitality services: Travel and tourism services;		Class Board	Services Marketing by Vasanti Venugopal & Raghu V.N.
March	9 th March	14 th March	4	Hotels. Financial services: Banking services, ISA 3- Presentation	Field work in financial sector to learn about marketing	Class Board	Services Marketing by Vasanti Venugopal & Raghu V.N.

					aspect of services		
March	16 th Mar	21 st Mar	4	Insurance services, Mutual funds.			Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing: The Indian Context by Srinivasan, y. R.
March	23 rd March	28 th March	3	Health care services. Telecommunication services.		Class Board	Services Marketing by Vasanti Venugopal & Raghu V.N. Services Marketing: The Indian Context by Srinivasan,y.R
	30 th March	31 st March	1	Revision			

*** Assessment Rubrics**

Component	Max Marks
ISA 1	10
ISA 2	10
ISA 3	10
Project	

Semester End Exam	80
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