

| Lecture Plan | | | | | | | | | | | | | | | |
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| 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: <ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> 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 1: Introduction to | Homework on Four I's of | PPT | Services Marketing by | | | | | | | | |

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| 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 |

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| | | | | 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 |

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| | | | | 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 | | | |
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| 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 Services 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 | | |
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| 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 |
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| ISA 1 | 10 |
| ISA 2 | 10 |
| ISA 3 | 10 |
| Project | |

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| Semester End | |
| Exam | 80 |