

# SRM UNIVERSITY – FACULTY OF SCIENCE AND HUMANITIES

## DEPARTMENT OF COMMERCE – LESSON PLAN – ODD SEMESTER

**SUBJECT HANDLED BY –Ms.D.BHUVANESWARI, Assistant Professor  
COMMERCE**

<b>II YEAR – III SEMESTER –ELECTIVE</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>TOTAL</b>	<b>CREDIT</b>
<b>PCM15E05</b>	<b>SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>6</b>	<b>4</b>

Maximum: 100 Marks (Internal: 50 Marks; External: 50 Marks)

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### OBJECTIVES

- 1.To Develop basic understanding about the Service Marketing
- 2.To Gain Knowledge in Relation Marketing and CRM

### UNIT - I

Nature and Types of Services; Difference between services and goods marketing:  
Environment for services marketing - Micro and Macro environments - Service Quality and GAP Model.

<b>WORKI NG DAY</b>	<b>DATE</b>	<b>DAY</b>	<b>DAY ORDER</b>	<b>LESSON PLAN – DESCRIPTION</b>
1	18-06-2018	MONDAY	I	Issue of Syllabus and Introduction to Marketing
2	19-06-2018	TUESDAY	II	Service Marketing – Meaning and Nature
3	20-06-2018	WEDNESDAY	III	Classification of services
4	21-06-2018	WEDNESDAY	III	Classification of services
5	21-06-2018	THURSDAY	IV	Difference between goods and services
6	22-06-2018	FRIDAY	V	Environment of service marketing – Internal Environment
	23-06-2018	SATURDAY		<b>HOLIDAY</b>
	24-06-2018	SUNDAY		<b>HOLIDAY</b>
7	25-06-2018	MONDAY	I	Environment of service marketing – External Environment

8	26-06-2018	TUESDAY	II	Environment of service marketing – External Environment – Micro and Macro Environment
9	27-06-2018	WEDNESDAY	III	Service Quality – Meaning and Need
10	27-06-2018	WEDNESDAY	III	Measuring Quality – Techniques
11	28-06-2018	THURSDAY	IV	GAP Analysis – Causes of Customers Gap
12	29-06-2018	FRIDAY	V	GAP Analysis – Providers Gap
	30-06-2018	SATURDAY		<b>HOLIDAY</b>
	01-07-2018	SUNDAY		<b>HOLIDAY</b>
13	02-07-2018	MONDAY	I	Quality of Service Dimensions - Advantages in Using GAP Model
14	03-07-2018	TUESDAY	II	<b>Case Study/ Role Play/ Seminar – Revision Unit I</b>

## UNIT - II

Service Market Segmentation - Targeting and positioning Services  
Marketing Mix - Matching of demand and Supply.

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
15	04-07-2018	WEDNESDAY	III	Market Segmentation – Services only
16	04-07-2018	WEDNESDAY	III	Objectives of Service market segmentation
17	05-07-2018	THURSDAY	IV	Market Segmentation Methods
18	06-07-2018	FRIDAY	V	Market Segmentation -Classification
	07-07-2018	SATURDAY		<b>HOLIDAY</b>
	08-07-2018	SUNDAY		<b>HOLIDAY</b>
19	09-07-2018	MONDAY	I	Services provided –target market
20	10-07-2018	TUESDAY	II	Evaluation of target market
21	11-07-2018	WEDNESDAY	III	Patterns of target market segment
22	11-07-2018	WEDNESDAY	III	Market coverage strategies

23	12-07-2018	THURSDAY	IV	Positioning of the services
24	13-07-2018	FRIDAY	V	Positioning- Meaning, Positioning Strategies
	14-07-2018	SATURDAY		<b>HOLIDAY</b>
	15-07-2018	SUNDAY		<b>HOLIDAY</b>
25	16-07-2018	MONDAY	I	Service Repositioning
26	17-07-2018	TUESDAY	II	Managing Demand and Supply – Strategies for Demand and Supply
27	18-07-2018	WEDNESDAY	III	Understanding capacity constraints – time, Labour, Equipment, Facilities
28	18-07-2018	WEDNESDAY	III	Capacity Planning –Types of Capacity Planning
29	19-07-2018	THURSDAY	IV	Meaning and Definition of Demand and Supply
30	20-07-2018	FRIDAY	V	Combination of Demand and Supply
	21-07-2018	SATURDAY		<b>HOLIDAY</b>
	22-07-2018	SUNDAY		<b>HOLIDAY</b>
31	23-07-2018	MONDAY	I	Strategies used in managing capacity
32	24-07-2018	TUESDAY	II	Managing demand to match capacity
33	25-07-2018	WEDNESDAY	III	<b>Seminar</b>
34	25-07-2018	WEDNESDAY	III	<b>Seminar</b>
35	26-07-2018	THURSDAY	IV	<b>Case Study/ Role Play/ Seminar– Revision Unit II</b>
36	27-07-2018	FRIDAY	V	<b>Revision – Unit I and II – Cycle Test – I</b>
	28-07-2018	SATURDAY		<b>HOLIDAY</b>
	29-07-2018	SUNDAY		<b>HOLIDAY</b>

## UNIT - III

Service Marketing Applications in Marketing of Financial Services- Need and scope -  
Regulating frame work of financial services - Marketing of hospitality, hospital, tourism and the  
regulatory frame work.

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
37	30-07-2018	MONDAY	I	Service Marketing Applications in Marketing of Financial Services
38	31-07-2018	TUESDAY	II	Need and scope of marketing of financial services
39	01-08-2018	WEDNESDAY	III	Regulating frame work of financial services
40	01-08-2018	WEDNESDAY	III	Marketing of hospitality- Marketing segmentation and mix of hospitality
41	02-08-2018	THURSDAY	IV	Marketing of hospitality- Marketing segmentation and mix of hospitality
42	03-08-2018	FRIDAY	V	Hospital – Market segmentation of hospital
	04-08-2018	SATURDAY		<b>HOLIDAY</b>
	05-08-2018	SUNDAY		<b>HOLIDAY</b>
43	06-08-2018	MONDAY	I	Market mix for Hospitals
44	07-08-2018	TUESDAY	II	Regulatory frame work for hospitals
45	08-08-2018	WEDNESDAY	III	<b>CYCLE TEST - I</b>
46	08-08-2018	WEDNESDAY	III	
47	09-08-2018	THURSDAY	IV	<b>-DO-</b>
48	10-08-2018	FRIDAY	V	<b>-DO-</b>
	11-08-2018	SATURDAY		<b>HOLIDAY</b>
	12-08-2018	SUNDAY		<b>HOLIDAY</b>
49	13-08-2018	MONDAY	I	Tourism, user of tourism services
50	14-08-2018	TUESDAY	II	Marketing mix for tourism - People, Process, Price, Promotion in Tourism
51	15-08-2018	WEDNESDAY	III	Techniques of sales promotion for tourism
52	16-08-2018	THURSDAY	III	Marketing mix for tourism - People, Process, Price, Promotion in Tourism

53	17-08-2018	FRIDAY	IV	Regulatory frame work for Tourism
	18-08-2018	SATURDAY		<b>HOLIDAY</b>
	19-08-2018	SUNDAY		<b>HOLIDAY</b>
54	20-08-2018	MONDAY	V	<b>Case Study/ Role Play/ Seminar– Revision Unit III</b>

## UNIT - IV

Relationship Marketing - Meaning, nature and Scope - Types of relational exchange  
Reasons for relationship Marketing - Firm and customer prospective; Relationship development process - Attributes and determinants of relational exchanges; Networking - Nature, role and mechanism.

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
55	21-08-2018	TUESDAY	I	Relationship Marketing - Meaning, the concept
56	22-08-2018	WEDNESDAY		<b>BAKRID – HOLIDAY</b>
57	23-08-2018	THURSDAY	II	Relationship Marketing - nature and Scope
58	24-08-2018	FRIDAY	III	Types of relational exchange Reasons for relationship Marketing
59	24-08-2018	FRIDAY	III	Types of relational exchange Reasons for relationship Marketing
	25-08-2018	SATURDAY		<b>HOLIDAY</b>
	26-08-2018	SUNDAY		<b>HOLIDAY</b>
60	27-08-2018	MONDAY	IV	Relationship development process
61	28-08-2018	TUESDAY	V	Relationship development process
62	29-08-2018	WEDNESDAY	I	Attributes and determinants of relational exchanges
63	30-08-2018	THURSDAY	II	Firm and customer prospective
64	31-08-2018	FRIDAY	III	Attributes and determinants of relational exchanges
65	31-08-2018	FRIDAY	III	
	01-09-2018	SATURDAY		<b>HOLIDAY</b>

	02-09-2018	SUNDAY		<b>HOLIDAY</b>
66	03-09-2018	MONDAY	IV	Role of Networking in CRM
67	04-09-2018	TUESDAY	V	Mechanics or Techniques used
68	05-09-2018	WEDNESDAY	I	Merits and Demerits of Techniques in Networking
69	06-09-2018	THURSDAY	II	Seminar
70	07-09-2018	FRIDAY	III	Seminar
71	07-09-2018	FRIDAY	III	Seminar
	08-09-2018	SATURDAY		<b>HOLIDAY</b>
	09-09-2018	SUNDAY		<b>HOLIDAY</b>
72	10-09-2018	MONDAY	IV	<b>Case Study/ Role Play/ Seminar – Revision Unit IV</b>
73	11-09-2018	TUESDAY	V	<b>Revision Unit III and Unit IV – Cycle</b>

## UNIT - V

Developing and Managing Relationship customer selection; Relationship strategies. Implementing CRM - Mistakes in implementing CRM: Role of information Technology in Relationship building -e CRM.

WORKING DAY	DATE	DAY	DAY ORDER	LESSON PLAN – DESCRIPTION
74	12-09-2018	WEDNESDAY	I	Third Unit Revision
	13-09-2018	THURSDAY		<b>GANESH CHATURTHI – HOLIDAY</b>
75	14-09-2018	FRIDAY	II	CRM –Meaning, Definition, Managing CRM
	15-09-2018	SATURDAY		<b>HOLIDAY</b>
	16-09-2018	SUNDAY		<b>HOLIDAY</b>
76	17-09-2018	MONDAY	III	<b>CYCLE TEST – II</b>
77	17-09-2018	MONDAY	III	<b>CYCLE TEST – II</b>
78	18-09-2018	TUESDAY	IV	<b>-DO-</b>

79	19-09-2018	WEDNESDAY	V	<b>-DO-</b>
80	20-09-2018	THURSDAY	I	Relationship Strategies in CRM
	21-09-2018	FRIDAY		<b>MUHARRAM – HOLIDAY</b>
	22-09-2018	SATURDAY		<b>HOLIDAY</b>
	23-09-2018	SUNDAY		<b>HOLIDAY</b>
81	24-09-2018	MONDAY	II	Implementing CRM
82	25-09-2018	TUESDAY	III	Mistakes in implementing CRM
83	25-09-2018	TUESDAY	III	Process of Implementing CRM
84	26-09-2018	WEDNESDAY	IV	Characteristics and scope of CRM in Industry
85	27-09-2018	THURSDAY	V	Role of information Technology in Relationship building
86	28-09-2018	FRIDAY	I	Feedback on Implementation of CRM and Rectification
	29-09-2018	SATURDAY		<b>HOLIDAY</b>
	30-09-2018	SUNDAY		<b>HOLIDAY</b>
87	01-10-2018	MONDAY	II	E-CRM – Meaning, Need and Advantages
	02-10-2018	TUESDAY		<b>GANDHI JAYANTHI – HOLIDAY</b>
88	03-10-2018	WEDNESDAY	III	<b>Revision</b>
89	03-10-2018	WEDNESDAY	III	<b>Revision</b>
90	04-10-2018	THURSDAY	IV	<b>Revision</b>
	06-10-2018	SATURDAY		<b>HOLIDAY</b>
	07-10-2018	SUNDAY		<b>HOLIDAY</b>

### TEXT BOOKS

1. Service Marketing and Management – Dr.B.Balaji – S.Chand
2. Customer Relationship Management – Saibaba Rudra – Kalyani Publications

### REFERENCES

1. Service Marketing – Dr.L.Natarajan – Margham Publication
2. Services Marketing – Dr.Amardeep Kaur – Kalyani Publications

3. Customer Relationship Management – Dr.S.Sheela Rani – Margham Publications
4. Principles of Customer Relationship Management – Roger– S.Chand
5. Gosney, John W. and ThomasBoehm P., “Customer Relationship Management”,Essentials, Prentice Hall, New Delhi
6. Seth, Jagdish N. et.al, “Customer Relationship Management”, Tata McGraw Hill Publishing co., New Delhi.
7. Shankar Ravi , “The Indian Experience”, South Asia Publishing, New Delhi.
8. Stone, Merlin and Neil Woodrock, “Relationship Marketing”, Kogan Page, London.

### **QUESTION PAPER PATTERN – UNIT BASED**

<b>EXAMINATION</b>	<b>PART - A</b>	<b>PART – B</b>	<b>TOTAL MARKS</b>
<b>CYCLE TEST I - Unit I &amp; II II – Unit III &amp; IV</b>	7 Questions – Equally Distributed- 4 questions to be answered and each carries 5 Marks	2 Questions – 1 Question from each Unit – Internal Choice Pattern – Each Carries 15	Part A – 20 Marks and Part B – 30 Marks = Total Marks – 50 Marks
<b>MODEL EXAMINATION Full Syllabus</b>	8 Questions – 5 Questions to be answered.All Questions carry 5 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 15 Marks each	Part A – 25 Marks and Part B – 75 Marks = Total Marks – 100 Marks
<b>SEMESTER EXAMINATION Full Syllabus</b>	8 Questions – 5 Questions to be answered. All Questions carry 5 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 15 Marks each	Part A – 25 Marks and Part B – 75 Marks = Total Marks – 100 Marks

### **EVALUATION PATTERN:**

#### **1. Internal Examination – 40 Marks**

Cycle Test – I – Marks obtained for 50 will be converted to 10

Cycle Test – II – Marks obtained for 50 will be converted to 10

Model Examination – Marks obtained for 100 will be converted to 20

#### **2. Assignment – 5 Marks**

5 Marks will be awarded for Assignment/Project/Seminar/Class Work Maintenance

#### **3. Attendance – 5 Marks**



Attendance Marks is as  
95% and More Attendance – 5 Marks  
90% to 94.99% - 4 Marks  
85% to 89.99% - 3 Marks  
80% to 84.99% - 2 Marks  
75% to 79.99% - 1 Mark  
Less than 75% - Nil

#### **4. External Examination – 50 Marks**

Examination will be conducted at the end of the Semester for 100 Marks – Marks Obtained for 100 will be converted to 50.

#### **5. Qualification to Higher Semester**

Student must appear for minimum of Three Subjects in the Current Semester to qualify for higher semester – failure will lead to detention in the present semester

#### **6. Passing Criteria**

Passing minimum is 40% in End Semester (External) Examination and 40% Overall (Internal and External)

**\*\*\* Students securing less than 75% Attendance in the semester will be detained in the semester and they have to redo the semester in the forthcoming Academic Year on payment of fees as prescribed by the University**