

**SRM UNIVERSITY – FACULTY OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF COMMERCE – LESSON PLAN – ODD SEMESTER**

<b>III YEAR – V SEMESTER – ELECTIVE - II</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>TOTAL</b>	<b>CREDIT</b>
<b>UCM 15E04</b>	<b>SERVICES MARKETING</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>3</b>

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

Subject Handled By

1. Mrs.T.MUTHUKALYANI, Assistant Professor – III B.Com A & B
2. Dr.G.SANGEETHA, Assistant Professor – III B.Com C&D

**OBJECTIVES**

- To enable the students to apply the principles of Marketing in the area of services.

**UNIT I -INTRODUCTION**

Introduction: Reasons for growth in service sector - Role of services in an economy - Distinction between goods and services - Classification of services - Marketing management process for service marketing.

<b>S.NO</b>	<b>DATE</b>	<b>DAY ORDER</b>	<b>DESCRIPTION</b>
1	19/06/19	III	Issue of Syllabus and Introduction to service marketing
2	20/06/19	IV	Definition and Meaning of service, features of service.
3	21/06/19	V	Reasons for growth in service sector
4	24/06/19	I	Role of services in an economy
5	26/06/19	III	Distinction between goods and services
6	27/06/19	IV	Classification of services based on consumer markets
7	28/06/19	V	Classification of services based on industrial market.
8	01/07/19	I	Marketing management process for service marketing.
9	03/07/19	III	<b>SEMINAR</b>
10	04/07/19	IV	<b>ISSUE OF ASSIGNMENT QUESTIONS</b>

## UNIT II - SERVICES MARKETING MIX

Development of service marketing mix - Components in the mix - People - Process - Physical evidence. Managing demand and supply.

S.NO	DATE	DAY ORDER	DESCRIPTION
11	05.07.19	V	Development of service marketing mix
12	08.07.19	I	Marketing mix, Components in the marketing mix
13	10.07.19	III	Service personnel in service organization
14	11.07.19	IV	Process of service organization
15	12.07.19	V	Physical evidence of service organization
16	15.07.19	I	Managing demand and supply, strategies, types of capacity
17	17.07.19	III	planning.
18	18.07.19	IV	Managing demand and supply, managing capacity to match
19	19.07.19	V	demand.
20	22.07.19	I	Strategies used in managing capacity, strategies to when

## UNIT III-MANAGING SERVICES QUALITY AND GLOBALISATION OF SERVICES

- A. Managing service quality: Dimensions and measurement of service quality  
 - Gap analysis - Guidelines for managing service competition.
- B. Globalization of services - Challenges to global service marketers -  
 Typical international services - Barriers to international marketing of service

S.NO	DATE	DAY ORDER	DESCRIPTION
21	24.07.19	III	Managing service quality, meaning
22	25.07.19	IV	Dimensions and measurement of service quality
23	26.07.19	V	Gap analysis
24	29.07.19	I	Guidelines for managing service competition
25	31.07.19	III	Globalization of services
26	01.08.19	IV	Challenges to Global service marketers
27	02.08.19	V	Typical
28	05.08.19	I	Barriers
29	07.08.19	III	<b>CYCLE TEST – I</b>

30	08.08.19	IV	<b>CYCLE TEST – I</b>
31	09.08.19	V	<b>CYCLE TEST – I</b>
32	13.08.19	I	<b>SEMINAR</b>

#### **UNIT IV- APPLICATION OF MARKETING PRACTICES IN DIFFERENT SERVICE SECTOR**

Marketing of services: Insurance - Users - Benefits – Formation of marketing mix for insurance products. Tourism - Marketing mix for tourism. Hotel - Market segmentation for hotels - Marketing mix for hotels – Telecom Services Marketing.

<b>S.NO</b>	<b>DATE</b>	<b>DAY ORDER</b>	<b>DESCRIPTION</b>
33	16.08.19	III	Insurance, Users, marketing segmentation in the insurance
34	19.08.19	IV	organization.
35	20.08.19	V	Benefits of insurance marketing, significance of segmentation
36	21.08.19	I	to the insurance business.
37	23.08.19	III	Formation of marketing mix for insurance products
38	26.08.19	IV	Formation of marketing mix for insurance products
39	27.08.19	V	Tourism, user of tourism services
40	28.08.19	I	Marketing mix for tourism
41	30.08.19	III	Hotel, types.
42	03.09.19	IV	Market segmentation for hotels
43	04.09.19	V	Market segmentation for hotels
44	05.09.19	I	Telecom Services Marketing
45	09.09.19	III	Formulation of marketing mix for Telecom Services.
46	11.09.19	IV	Formulation of marketing mix for Telecom Services.
47	12.09.19	V	<b>SEMINAR</b>
48	13.09.19	I	<b>ISSUE OF ASSIGNMENT QUESTIONS</b>
49	17.09.19	III	<b>CYCLE TEST – II</b>
50	18.09.19	IV	<b>CYCLE TEST – II</b>
51	19.09.19	V	<b>CYCLE TEST – II</b>

#### **UNIT V- APPLICATION OF MARKETING PRACTICES IN DIFFERENT SERVICE SECTOR - CONTINUED**

Hospital: Marketing of health care - Types of hospitals - Marketing mix for health care. Personal care: Marketing mix for personal care. Education marketing: Literacy - The concept - Marketing mix for adult, elementary, secondary and higher education – Online Marketing.

<b>S.NO</b>	<b>DATE</b>	<b>DAY ORDER</b>	<b>DESCRIPTION</b>
52	20.09.19	I	Marketing of health care

53	24.09.19	III	Types of hospitals
54	25.09.19	IV	Types of hospitals
55	26.09.19	V	Marketing mix for health care
56	27.09.19	I	Marketing mix for health care
57	01.10.19	III	Personal care – Marketing mix for personal care
58	03.10.19	IV	Personal care – Marketing mix for personal care
59	04.10.19	V	Education marketing – The concept
60	09.10.19	I	Education marketing – The concept
61	11.10.19	III	Marketing mix for adult
62	14.10.19	IV	Marketing mix for adult
63	15.10.19	V	Revision
64	16.10.19	I	Revision

### TEXT BOOK

1. Vasanthi Venugopal (2010): Services Marketing, Himalaya Publishing House, New Delhi.

### REFERENCES

1. Christopher, H. Lovelock (2011) : Service Marketing; Prentice Hall, New Delhi.
2. Jha S.M.(2012): Service marketing Himalaya publishing House, New Delhi.
3. Payne, Adrian(2009) : The Essence of Services Marketing, Prentice Hall, New Delhi.

### QUESTION PAPER PATTERN – UNIT BASED

EXAMINATION	PART – A	PART – B	TOTAL MARKS
<b>CYCLE TEST</b> I - Unit I & II II – Unit III & IV	9 Questions – Equally Distributed- All questions to be answered and each carries TWO Marks	2 Questions – 1 Question from each Unit – Internal Choice Pattern – Each Carries 16	Part A – 18 Marks and Part B – 32 Marks = Total Marks – 50 Marks
<b>MODEL EXAMINATION</b> Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks
<b>SEMESTER EXAMINATION</b> Full Syllabus	10 Questions – 2 Questions from each Unit - All Questions carry 2 Marks each	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 16 Marks each	Part A – 20 Marks and Part B – 80 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**

