

SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
UCM18E54	SERVICE MARKETING -THEORY	0	3	3	6	3

INSTRUCTIONAL OBJECTIVES		Student Outcomes				
At the end of this course the learner is expected:						
1	To understand the concepts about service marketing	d	h			
2	To gain the knowledge of intricacies of service marketing	d	h			

FACULTY NAME - Mr.J.Prabhuraj – Assistant Professor

UNIT - I

Meaning and Definition of Services- Components of Service-The Physical product- Service product- Service Environment -Service Delivery – Characteristics of Services-Classification of Services-Differences between goods and Services- its comparison

UNIT - II

Service Design- Components- Factors to be considered in Designing Service Process- Principles of Service Design- Management model for the service design- Blue printing- stages in the preparation of a service blueprint-Strategic decisions of the service process planning-Uses of service blueprint- Process flow charts – Process layout-Types of service layout

UNIT - III

Service Marketing Mix –Characteristics of service marketing mix- Marketing mix-a blending process- Service product-The product concept- Price-Pricing objectives- Promotion- Place- People-Physical evidence- Processes

UNIT - IV

Pricing in Services – Objectives of pricing – Characteristics of services and prices –Factors affecting pricing decisions-Approaches to pricing services – Pricing strategies based on the perceived value

UNIT - V

Service Promotion – Market communication- Communication process- Steps in developing effective communication – Service communication –Advertising – Sales Promotion – Personal Selling- Direct Marketing

TEXT BOOK

1. Dr .L. Natarajan (2015) Service Marketing , Margham publications, Chennai

REFERENCES

1. Dr. R. Srinivasan, Service Marketing, , Prentice Hall of India
2. C. Bhattacharya, Service Marketing, , Excel Books India

S.NO	DATE	DAY	DAYORDER	SESSION	CONTENT
1	02-12-2019	MONDAY	I	1	An overview of Service Marketing
2	03-12-2019	TUESDAY	II	2	Components of Service
3	04-12-2019	WEDNESDAY	III	3	The Physical product- elements, characteristics
4	05-12-2019	THURSDAY	IV	4	Service product – nature, scope
5	06-12-2019	FRIDAY	V	5	Service product - components
6	07-12-2019	SATURDAY			HOILDAY
7	08-12-2019	SUNDAY			HOLIDAY
8	09-12-2019	MONDAY	I	6	Service Environment- Internal Factors
9	10-12-2019	TUESDAY	II	7	Service Environment- Internal Factors
10	11-12-2019	WEDNESDAY	III	8	Service Environment- External Factors
11	12-12-2019	THURSDAY	IV	9	Service Environment- External Factors
12	13-12-2019	FRIDAY	V	10	Service Delivery - Components
13	14-12-2019	SATURDAY			HOILDAY
14	15-12-2019	SUNDAY			HOLIDAY
15	16-12-2019	MONDAY	I	11	Service Delivery - Functions
16	17-12-2019	TUESDAY	II	12	Types of Services – Insurance,banking,Finance
17	18-12-2019	WEDNESDAY	III	13	Types of Services – Business, Professional
18	19-12-2019	THURSDAY	IV	14	Types of Services - Recreation
19	20-12-2019	FRIDAY	V	15	Types of Services – Transport and communication
20	21-12-2019	SATURDAY			HOILDAY
21	22-12-2019	SUNDAY			HOLIDAY
22	23-12-2019	MONDAY	I		Types of Services – Law, Administration

23	24-12-2019	TUESDAY	II		Types of Services - Utilities
24	25-12-2019	WEDNESDAY	III		CHRISTMAS - HOLIDAY
25	26-12-2019	THURSDAY	IV		Types of Services - Miscellaneous
26	27-12-2019	FRIDAY	V		Distinguish between Goods and Services
27	28-12-2019	SATURDAY			HOILDAY
28	29-12-2019	SUNDAY			HOLIDAY
29	30-12-2019	MONDAY	I		Unit – II – Service design - overview
30	31-12-2019	TUESDAY	II		Factors to be considered in designing service process
31	01-01-2020	WEDNESDAY			NEW YEAR 2020 - HOLIDAY
32	02-01-2020	THURSDAY	III	16	Factors to be considered in designing service process
33	03-01-2020	FRIDAY	IV	17	Principles of service design - list
34	04-01-2020	SATURDAY			HOILDAY
35	05-01-2020	SUNDAY			HOLIDAY
36	06-01-2020	MONDAY	V	18	Blue printing – process
37	07-01-2020	TUESDAY	I	19	Strategic decisions of the service process planning
38	08-01-2020	WEDNESDAY	II	20	Uses of service blue print
39	09-01-2020	THURSDAY	III	21	Flow chart – types, process,
40	10-01-2020	FRIDAY	IV	22	service layout - Overview
41	11-01-2020	SATURDAY			HOILDAY
42	12-01-2020	SUNDAY			HOLIDAY
43	13-01-2020	MONDAY	V	23	REVISION
44	14-01-2020	TUESDAY			BHOGI FESTIVAL
45	15-01-2020	WEDNESDAY			PONGAL FESTIVAL - HOLIDAY
46	16-01-2020	THURSDAY			FARMERS DAY - HOLIDAY

47	17-01-2020	FRIDAY			THIRUVALLUVAR DAY - HOLIDAY
48	18-01-2020	SATURDAY			HOILDAY
49	19-01-2020	SUNDAY			HOLIDAY
50	20-01-2020	MONDAY	I	24	CONTINOUS ASSESSMENT TEST I
51	21-01-2020	TUESDAY	II	25	CONTINOUS ASSESSMENT TEST I
52	22-01-2020	WEDNESDAY	III	26	CONTINOUS ASSESSMENT TEST I
53	23-01-2020	THURSDAY	IV	27	UNIT – III – Service marketing mix
54	24-01-2020	FRIDAY	V	28	Features of Service marketing mix
55	25-01-2020	SATURDAY			HOILDAY
56	26-01-2020	SUNDAY			HOLIDAY
57	27-01-2020	MONDAY	I	29	Process of Service marketing mix
58	28-01-2020	TUESDAY	II	30	Service product- definition, components
59	29-01-2020	WEDNESDAY	III	31	Product – Attributes,Types,PLC,NPD
60	30-01-2020	THURSDAY	IV	32	Product – Pros and Cons
61	31-01-2020	FRIDAY	V	33	Price- types, objectives
62	01-02-2020	SATURDAY			HOILDAY
63	02-02-2020	SUNDAY			HOLIDAY
64	03-02-2020	MONDAY	I	34	Price – models
65	04-02-2020	TUESDAY	II	35	Promotion - Elements
66	05-02-2020	WEDNESDAY	III	36	Promotion – Pros and cons
67	06-02-2020	THURSDAY	IV	37	Place- types, pros and cons
68	07-02-2020	FRIDAY	V	38	People – factors, attributes
69	08-02-2020	SATURDAY			HOILDAY
70	09-02-2020	SUNDAY			HOLIDAY

71	10-02-2020	MONDAY	I	39	Physical evidence – distribution
72	11-02-2020	TUESDAY	II	40	processes in detail
73	12-02-2020	WEDNESDAY	III	41	Unit – IV – Objectives of Pricing
74	13-02-2020	THURSDAY	IV	42	Characteristics of service and pricing
75	14-02-2020	FRIDAY	V	43	factors influencing pricing decisions
76	15-02-2020	SATURDAY			HOILDAY
77	16-02-2020	SUNDAY			HOLIDAY
78	17-02-2020	MONDAY	I	44	Various approaches to pricing services
79	18-02-2020	TUESDAY	II	45	General strategies for price
80	19-02-2020	WEDNESDAY	III	46	Pricing strategies based on perceived value
81	20-02-2020	THURSDAY	IV	47	Impact of pricing
82	21-02-2020	FRIDAY	V	48	REVISION
83	22-02-2020	SATURDAY			HOILDAY
84	23-02-2020	SUNDAY			HOLIDAY
85	24-02-2020	MONDAY	I	49	CONTINUOUS ASSESSMENT TEST II
86	25-02-2020	TUESDAY	II	50	CONTINUOUS ASSESSMENT TEST II
87	26-02-2020	WEDNESDAY	III	51	CONTINUOUS ASSESSMENT TEST II
88	27-02-2020	THURSDAY	IV	52	UNIT – V – Service promotion - overview
89	28-02-2020	FRIDAY	V	53	Market Communication, Process
90	29-02-2020	SATURDAY			HOILDAY
91	01-03-2020	SUNDAY			HOLIDAY
92	02-03-2020	MONDAY	I	54	Steps for effective communication
93	03-03-2020	TUESDAY	II	55	Service communication - overview
94	04-03-2020	WEDNESDAY	III	56	Advertising - Objectives

95	05-03-2020	THURSDAY	IV	57	Advertising - Types
96	06-03-2020	FRIDAY	V	58	Advertising - Social impact
97	07-03-2020	SATURDAY			HOILDAY
98	08-03-2020	SUNDAY			HOLIDAY
99	09-03-2020	MONDAY	I	59	Sales promotion – impact, elements in service
100	10-03-2020	TUESDAY	II	60	Personal Selling – impact, types
101	11-03-2020	WEDNESDAY	III	61	Direct marketing – Types
102	12-03-2020	THURSDAY	IV	62	Direct marketing – Pros and cons,
103	13-03-2020	FRIDAY	V	63	REVISION
104	14-03-2020	SATURDAY			HOILDAY
105	15-03-2020	SUNDAY			HOLIDAY
106	16-03-2020	MONDAY	I	64	MODEL EXAMINATION
107	17-03-2020	TUESDAY	II	65	MODEL EXAMINATION
108	18-03-2020	WEDNESDAY	III	66	MODEL EXAMINATION
109	19-03-2020	THURSDAY	IV	67	MODEL EXAMINATION
110	20-03-2020	FRIDAY	V	68	MODEL EXAMINATION
111	21-03-2020	SATURDAY			HOILDAY
112	22-03-2020	SUNDAY			HOLIDAY
113	23-03-2020	MONDAY	I	69	MODEL EXAMINATION
114	24-03-2020	TUESDAY	II	70	MODEL EXAMINATION
115	25-03-2020	WEDNESDAY	III	71	REVISION – UNIT I
116	26-03-2020	THURSDAY	IV	72	REVISION – UNIT II
117	27-03-2020	FRIDAY	V	73	REVISION – UNIT III
118	28-03-2020	SATURDAY			HOILDAY

119	29-03-2020	SUNDAY			HOLIDAY
120	30-03-2020	MONDAY	I	74	REVISION – UNIT IV
121	31-03-2020	TUESDAY	II	75	REVISION – UNIT V

QUESTION PAPER PATTERN – UNIT BASED

EXAMINATION	PART – A	PART – B	TOTAL MARKS
CYCLE TEST I - Unit I and II II – Unit III and IV	09 Questions – Equally Distributed- All questions to be answered and each carries 2Marks	2 Questions – 1 Question from each Unit – Internal Choice Pattern – Each Carries 15 Marks	Part A – 18 Marks and Part B – 32 Marks = Total Marks – 50 Marks
MODEL EXAMINATION Full Syllabus	10 Questions – Equally Distributed- All questions to be answered and each carries 2 Marks	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 15 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks
SEMESTER EXAMINATION Full Syllabus	10 Questions – Equally Distributed- All questions to be answered and each carries 2 Marks	5 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 15 Marks each	Part A – 20 Marks and Part B – 80 Marks = Total Marks – 100 Marks

EVALUATION AND MARKS

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 – marks Obtained for 100 will be converted to 50.

5. Qualification to Higher Semester and Passing Criteria

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

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

ATTENTION TO STUDENTS:

***** Students securing less than 75% Attendance in the semester and students fail to appear for minimum of THREE subjects in the End Semester Examinations will be detained in the semester and they have to redo the semester in the next Academic Year the same semester on payment of fees as prescribed by the Institution*****