

SRM UNIVERSITY – FACULTY OF SCIENCE AND HUMANITIES
DEPARTMENT OF COMMERCE – LESSON PLAN – ODD SEMESTER
SUBJECT HANDLED BY – DR.R.SRIDHARAN, ASST PROFESSOR – COMMERCE

SUBJECT CODE	II YEAR - SEMESTER III – ELECTIVE	L	T	P	Total of LTP	C
PCM15E05	SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT	3	3	0	6	4

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

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.

S.NO	DATE	DAY ORDER	DESCRIPTION
1	21-06-2017	I	Issue of Syllabus and Introduction to Marketing
2	22-06-2017	II	Service Marketing – Meaning and Nature
3	23-06-2017	III	Types of Services and Meaning of Goods
4	27-06-2017	IV	Services and Goods and Marketing Strategies for Services
5	28-06-2017	V	Service Marketing Environment

6	29-06-2017	I	Micro Environment – Features and Merits
7	30-06-2017	II	Macro Environment – Factors and Merits
8	03-07-2017	III	Impact of Macro Environment in Service Providers
9	04-07-2017	IV	Service Quality – Meaning and Need
10	05-07-2017	V	Measuring Quality – Techniques
11	06-07-2017	I	GAP model
12	07-07-2017	II	Advantages in Using GAP Model
13	10-07-2017	III	SEMINAR
14	11-07-2017	IV	SEMINAR
15	12-07-2017	V	ISSUE OF ASSIGNMENT – PROJECT

UNIT II

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

S.NO	DATE	DAY ORDER	DESCRIPTION
16	13-07-2017	I	Market Segmentation – Services only
17	14-07-2017	II	Service market segmentation
18	17-07-2017	III	Services provided –target market
19	18-07-2017	IV	Positioning
20	19-07-2017	V	Marketing Mix – Service Marketing Mix
21	20-07-2017	I	Meaning and Definition of Demand and Supply
22	21-07-2017	II	Combination of Demand and Supply
23	24-07-2017	III	SEMINAR
24	25-07-2017	IV	SEMINAR
25	26-07-2017	V	ISSUE OF ASSIGNMENT – PROJECT

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.

S.NO	DATE	DAY ORDER	DESCRIPTION
26	27-07-2017	I	Financial Services – Definition, Meaning and Features
27	28-07-2017	II	Marketing of Financial Services
28	31-07-2017	III	Need and Scope of Financial Services
29	01-08-2017	IV	Regulatory Framework for Financial Services
30	02-08-2017	V	Marketing of Service Providers
31	03-08-2017	I	Types of Service Provider – Introduction
32	04-08-2017	II	Hospitality and Hospital Sector
33	07-08-2017	III	Tourism Industry – Need and Service Provided
34	08-08-2017	IV	Rules and Regulations controlling service industry

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.

S.NO	DATE	DAY ORDER	DESCRIPTION
35	09-08-2017	V	CYCLE TEST – I
36	10-08-2017	I	CYCLE TEST – I
37	11-08-2017	II	CYCLE TEST – I
38	16-08-2017	III	Relationship Marketing – meaning and need

39	17-08-2017	IV	Relationship marketing – Scope and Features
40	18-08-2017	V	Types of relational exchange
41	21-08-2017	I	Reasons for relationship Marketing - Merits and Demerits
42	22-08-2017	II	Firm and customer prospective
43	23-08-2017	III	Relationship development process
44	24-08-2017	IV	Attributes of relational exchanges
45	28-08-2017	V	determinants of relational exchanges
46	29-08-2017	I	Net working – need and scope
47	30-08-2017	II	Nature and Characteristics of Networking
48	31-08-2017	III	Role of Networking in CRM
49	01-09-2017	IV	Mechanics or Techniques used
50	04-09-2017	V	Merits and Demerits of Techniques in Networking
51	05-09-2017	I	SEMINAR
52	06-09-2017	II	SEMINAR
53	07-09-2017	III	ISSUE OF ASSIGNMENT – PROJECT
54	08-09-2017	IV	CYCLE TEST – II
55	11-09-2017	V	CYCLE TEST – II
56	12-09-2017	I	CYCLE TEST – II

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.

S.NO	DATE	DAY ORDER	DESCRIPTION
57	13-09-2017	II	Customer Selection – Developing Customer Relationship

58	14-09-2017	III	Managing CRM
59	15-09-2017	IV	Relationship Strategies in CRM
60	18-09-2017	V	Implementing CRM
61	19-09-2017	I	Process of Implementing CRM
62	20-09-2017	II	Characteristics and scope of CRM in Industry
63	21-09-2017	III	Feedback on Implementation of CRM and Rectification
64	22-09-2017	IV	Role of Information technology in CRM
65	25-09-2017	V	e-CRM – Need and Advantages
66	26-09-2017	I	SEMINAR
67	27-09-2017	II	SEMINAR
68	03-10-2017	III	SEMINAR – FULL REVISION – UNIT 1 AND 2
69	04-10-2017	IV	SEMINAR – FULL REVISION – UNIT 3, 4 & 5
70	05-10-2017	V	MODEL EXAMINATION
71	06-10-2017	I	MODEL EXAMINATION
72	09-10-2017	II	MODEL EXAMINATION
73	10-10-2017	III	MODEL EXAMINATION
74	11-10-2017	IV	MODEL EXAMINATION
75	12-10-2017	V	MODEL EXAMINATION

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. Payne, Adrian, “The Essence of services Marketing”, Prentice Hall, New Delhi.
7. Seth, Jagdish N. et.al, “Customer Relationship Management”, Tata McGraw Hill Publishing co., New Delhi.
8. Shankar Ravi , “The Indian Experience”, South Asia Publishing, New Delhi.
9. Stone, Merlin and Neil Woodrock, “Relationship Marketing”, Kogan Page, London.
10. Zeithami. V.A. and Bitner M.J., “Services Marketing”, McGraw Hill, Inc, New Delhi.

QUESTION PAPER PATTERN – UNIT BASED

EXAMINATION	PART - A	PART – B	TOTAL MARKS
CYCLE TEST I - Unit I & II II – Unit III & IV	6 Questions – 3 Questions from each Unit -Answer any 4 Questions All Questions carry 5 Marks each	2 Questions – 1 Question from each Unit – Internal Choice – All Questions carry 15 Marks each	Part A – 20 Marks and Part B – 30 Marks = Total Marks – 50 Marks
MODEL EXAMINATION Full Syllabus	8 Questions – Equal distribution of Questions from each Unit -Answer any 5 Questions 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
SEMESTER EXAMINATION Full Syllabus	8 Questions – Equal distribution of Questions from each Unit -Answer any 5 Questions 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 50% in End Semester (External) Examination and 50% 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**