

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2.	BBAMJ-602	Service Marketing	Major	4	4	0	0	40	60	100

**COURSE OUTCOMES:**

At the end of the course the student will be able to: -	
CO1	Explain the basic concepts of Service Marketing.
CO2	Interpret the behavior of customers in respect to services.
CO3	Appraise different strategies of service recovery for building customer relationship.
CO4	Apply the marketing principles for creating and delivering exceptional service experiences.
CO5	Analyze the critical aspects of pricing and delivering of services.

**Detailed Syllabus****Section A**

**Unit I: Introduction to Services:** Meaning and Importance of Services; Significance of Services in Economy; Growth and Development of Service Sector in India; Difference between Goods and Services; Characteristics of Services, Classification of services; Services Marketing Mix.

**(10 Hrs)**

**Unit II: Understanding Service Customers:** Consumer Behavior in Services; Customer expectations of services: Meaning and types of services expectations, factors influencing customer expectations of services; Customer perceptions of Services: Meaning and determinants of Customer satisfaction, Concept and Dimensions of Service Quality; Relationship between Service Quality and Customer Satisfaction.

**(10 Hrs)**

**Unit III: Service Recovery and Customer Relationship:** Concept of service failure and recovery, types of complainers, strategies for service recovery; Service Guarantees: Concept, types and benefits; Relationship marketing: Strategies and challenges, Relationship value of customer

**(10 Hrs)****Section B**

**Unit IV: Service Design and Development:** New service development; Service blueprinting; Physical evidence and Service Scapes; Role of employees and customers in service delivery.

**(09 Hrs)**

**Unit V: Pricing and Delivering of Services:** Managing demand and supply in services; Pricing of services- Approaches to pricing, Pricing strategies; Service distribution – Types of channels, Issues involving channels.

**(09 Hrs)****Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Service Marketing: Integrating Customer Focus Across the Firm	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit	Tata McGraw Hill, New Delhi	7 <sup>th</sup> (2018)
2.	Services Marketing: People, Technology, Strategy	Christopher Lovelock, Jochen Wirtz	World Scientific Publishing Co.Inc	9 <sup>th</sup> (2022)

**Reference Books**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Services Marketing: Operations and Management	Vinnie Jauhari, Kirti Dutta	Oxford University Press	2 <sup>nd</sup> (2017)