



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

Kot Bhalwal, Jammu

COURSE HANDOUT

Service Marketing (BBAMJ-602)

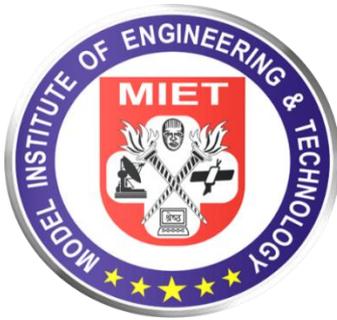
BBA - 6th SEMESTER

ACADEMIC YEAR (2024-25)

Dr Hemalatha Murugesan

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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	Enter 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.

Section-A

Unit-I : Introduction to Services Marketing; Significance of Services in Economy; Importance, Growth and Development of Service Sector in India; Difference between Goods and Services; Characteristics of Services; Classification of services; Services Marketing Mix. **(10 Hours)**

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 Hours)**

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 Hours)**

Section B

Unit- IV: New service development; Service blueprinting; Physical evidence and Service Scapes; Role of employees and customers in service delivery **(9 Hours)**

Unit-V: Managing demand and supply in services; Pricing of services- Approaches to pricing, Pricing strategies; Service distribution – Types of channels, Issues involving channels. **(9 Hours)**

Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Services marketing: Integrating customer focus across the firm	Zeithaml, V., Gremler, D., Bitner, M. J., & Pandit, A	McGraw Hill	7th (2017)
2	Services Marketing: People, Technology, Strategy	Christopher Lovelock, Jochen Wirtz	World Scientific Publishing Co.Inc	9th (2022)



Reference Books

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

COURSE PLAN

Unit-I		
S.No	Topics	Recommended Books / Links
1	Meaning and Importance of service	Book 1, Ch 1
2	Significance of Services in Economy	Book 1, Ch 2
3	Growth and Development of Service sector in India	Book 1, Ch 3
4	Difference between Goods and Services	Book 1, Ch 4
5	Characteristic of Services	Book 1, Ch 5
6	Classification of Services	Book 1, Ch 6
7	Services Marketing Mix	Book 1, Ch 7
Unit-II		
8	Consumer Behavior in Services	Book 2, Ch 3
9	Consumer Expectations of Services	Book 1, Ch 8
10	Meanings and types of Service Expectations	Book 1, Ch 9
11	Factor Influencing customer expectation of services.	Book 1, Ch 10
12	Customer perception of services.	Book 2, Ch 4
13	Meanings and Determinants of Customer satisfaction	Book 1, Ch 8
14	Concept and Dimensions of Service Quality	Book 2, Ch 5
15	Relationship between Service Quality and Customer Satisfaction	Book 1, Ch 10



Unit-III		
16	Concept of service failure and recovery	Book 1, Ch 11
17	Types of complainers	Book 2, Ch 10
18	Strategies for service recovery	Book 1, Ch 11
19	Service Guarantees: Concepts, types and benefits	Book 2, Ch 11
20	Relationship Marketing: Strategies and Challenges	Book 1, Ch 12
21	Relationship value of customer	Book 2, Ch 12
Unit-IV		
22	New Service Development	Book 1, Ch 13
23	Service Blueprinting	Book 2, Ch 13
24	Physical evidence and Service Scapes	Book 1, Ch 14
25	Roles of employees and customers in service delivery	Book 1, Ch 14
Unit-V		
26	Managing demand and supply in services	Book 1, Ch 15
27	Pricing of services: Approaches to pricing	Book 2, Ch 15
28	Pricing strategies	Book 1, Ch 16
29	Service Distribution-Types of Channels	Book 2, Ch 16
30	Issues Involving Channels	Book 1, Ch 17

ADDITIONAL WEB RESOURCES

1	Coursera: Service Marketing https://www.coursera.org/learn/services-marketing
2	HBPE Course Pack: Service Marketing https://hbsp.harvard.edu/coursepacks/1264618



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GRADING AND ASSESSMENT

- **Sessional Test 1 & 2:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Friday (02:35 PM – 03:25 PM)
- **Contact Information**
Hemalatha.mba@mietjammu.in



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