



Model Institute of Engineering
& Technology (Autonomous)
Course File

Kot, Bhalwal, Jammu

COURSE HANDOUT

SERVICE MARKETING (MBA-412)

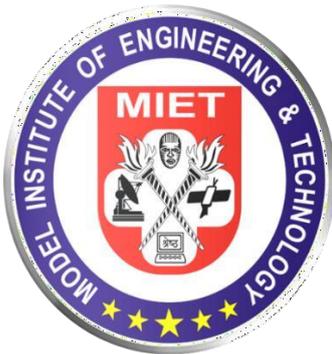
MBA-4th SEMESTER

ACADEMIC YEAR (2024-25)

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



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VISION OF THE INSTITUTE

To create a world - class institution.

MISSION OF THE INSTITUTE

To deliver exceptional value to students, industry & society.

VISION OF THE DEPARTMENT

To create a world class Business School

MISSION OF THE DEPARTMENT

1. To impart high quality instruction and experiential learning in the domain of management using innovation, research and technology.
2. To equip students with the fundamental knowledge, business and functional skills to address real world challenges in diverse domains.
3. To drive excellence and create significant value for stakeholders with extensive outreach, industry engagement and consultancy.



SYLLABUS

Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
MBA-412	Services Marketing	Elective	4	4	0	0	30	70	100

Unit-I

Introduction To Services: The Emergence of Service Economy: Contributory Factors; Characteristics of Service Marketing, Understanding the 7 Ps in Services Marketing, Strategic Issues in Services Marketing - Market Segmentation and Targeting, Positioning and Differentiation of Services; GAPS Model of Service Quality.

(10 Hours)

Unit-II

Consumer Behavior in services: Understanding the Customer - Customer Expectations of Services; Customer Perceptions of Services; Listening to customer, Building Customer Relationship; Building Customer Loyalty.

(10 Hours)

Unit-III

Service Design: Service Development and Design, Customer Defined Service Standards, Physical Evidence in Services.

(10 Hours)

Unit-IV

Delivering Services - Role of Employees and Customers in Service Delivery, Role of Intermediaries; Service Process- Blue Printing; Service Recovery.

(9 Hours)

Unit-V

Promoting Services: Integrated Marketing Communication; Pricing of Services; Branding Decisions in services.

(9 Hours)

Text Books

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)

Reference Books

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Understanding services management: Integrating marketing, organizational behavior, operations and human resources management	Glynn, W. J., & Barnes, J. G.	Prentice Hall	2nd (2002)



COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Understand the important concepts of Service Marketing
CO2	Appreciate the consumer expectations, perceptions and relationships with respect to services.
CO3	Apply marketing principles to develop and design service standards
CO4	Evaluate the role of employees, intermediaries and customers for service delivery and recovery
CO5	Develop an integrated service marketing communication plan for different use cases.

CO-PO MATRIX

CO	PO1	PO2	PO3	PO4	PO5
1	3	2	-	2	3
2	2	2	-	2	3
3	3	3	3	2	3
4	3	-	-	2	3
5	3	3	-	2	3

COURSE PLAN

COURSE PLAN		
Unit-I Introduction to Services		
S.No	Topics	Recommended Books
1	The Emergence of Service Economy	Book 1, Ch.1
2	Contributory Factors; Characteristics of Service Marketing	Book 1, Ch.1
3	Understanding the 7 Ps in Services Marketing	Book 2, Ch.1
4	Strategic Issues in Services Marketing	The Four Things a Service Business Must Get Right (hbr.org) Book 2 chapter 1
5	Market Segmentation and Targeting	Book 2, Ch.3
6	Positioning and Differentiation of Services	Book 2, Ch.3
7	GAPS Model of Service Quality.	Book 1, Ch.2
Unit-II Consumer behavior in services		
8	Understanding the Customer	Book 1, Ch.5
9	Customer Perceptions of Services	Book 2, Ch.9-psychology of waiting time
10	Listening to customer	Strategies to Enhance Customer Experience in Telecom (onething.design)
11	Building Customer Relationship	Book 2, Ch.12
12	Customer Expectations of Services	Book 1, Ch.3
13	Building Customer Loyalty.	Book 2, Ch.12
Unit-III Service Design		



16	Service Development and Design	Book 1, Ch.8
17	Customer Defined Service Standards	Book 1, Ch.9
18	Physical Evidence in Services.	Book 1, Ch.10
Unit-IV Delivering Services		
22	Role of Employees and Customers in Service Delivery	Book 1, Ch.11
23	Role of Intermediaries	Book 1, Ch.11
24	Service Process- Blue Printing	https://www.lucidchart.com/blog/what-is-a-service-blueprint
25	Service Recovery	Book 1, Ch.7
Unit-V Promoting services		
29	Integrated Marketing Communication	Book 2, Ch.7
30	Pricing of Services; Branding Decisions in services;	Book 2, Ch.6
31	Service culture	Book 2, Ch.10

COURSE ASSESSMENT PLAN

Assessment		Weightage in Marks	CO Mapping
Internal	Mid Semester Examination	20	CO1, CO2, CO3
	Assignment	20	CO4, CO5
	Attendance	10	-
External	Final Examination	100	All COs

QUESTION BANK

Sno.	Question	CO	Bloom level
Unit 1			
1	What is the definition of services in a business context?	CO1	1
2	In what ways can technology enhance or transform service delivery?		2
3	How does the concept of service-dominant logic contribute to our understanding of service-oriented economies?		2
4	What challenges do service providers face in terms of quality control and standardization?		5
5	How do intangible aspects, such as trust and reputation, impact the success of a service?		4
6	What is the service marketing mix, and how does it differ from the traditional marketing mix?		2
7	How important is the role of customer experience in the service industry?		4
8	What are the key characteristics of services that distinguish them from goods?		2
9	Can you provide examples of different types of services?		2



10	How do services differ from tangible products?		1
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Sno.	Question	CO	Bloom level
Unit 2			
1	How does consumer behavior differ when purchasing services compared to tangible products?	CO2	2
2	In the digital age, how has technology affected consumer behavior in the service sector?		4
3	How does pricing strategy influence consumers' perceptions of service quality and value?		5
4	What are the factors that contribute to consumer loyalty in service-oriented businesses?		3
5	How does the level of consumer involvement vary between different types of services?		4
6	. In what ways do emotions play a role in shaping consumers' perceptions and decisions regarding services?		2
7	How do cultural factors influence consumer behavior in the context of services?		4
8	What impact does word-of-mouth and online reviews have on consumer choices in service-related industries?		3
9	How do consumers evaluate the quality of services before making a purchase decision?		2
10	What role does personalization play in influencing consumer behavior in the service industry?		

Sno.	Question	CO	Bloom level
Unit 3			
1	What is the importance of service design in delivering a positive customer experience?	CO3	2
2	Can you provide examples of successful service design implementations in different industries?		3
3	How does service design impact the scalability and sustainability of a business?		3
4	What challenges might organizations face in implementing effective service design strategies?		3
5	How does co-creation with customers play a role in shaping service design outcomes?		4
6	In what ways does prototyping contribute to refining and enhancing service design?		5
7	How do service blueprints and customer journey maps aid in designing and improving services?		5



8	Can you explain the role of user research and empathy in the service design process?		4
9	What key principles guide the process of designing services to meet customer needs and expectations?		4
10	How does service design contribute to creating a customer-centric approach within organizations?		3
Unit-4		CO	Bloom level
1	1. How does effective service delivery contribute to overall customer satisfaction?	CO4	2
2	In the context of global markets, how do cultural differences impact the delivery of services?		4
3	How does the physical environment or ambiance influence the perception of service quality during delivery?		5
4	What strategies can organizations employ to ensure consistency in service delivery across different touchpoints?		3
5	How does the customization of services impact the delivery process and customer experience?		4
6	Can you elaborate on the importance of communication in the successful delivery of services?		2
7	How do organizations handle service recovery when issues or failures occur during delivery?		4
8	In what ways does technology enhance or streamline the delivery of services in various industries?		3
9	How can organizations manage and exceed customer expectations during the service delivery process?		2
10	What role does employee training and development play in ensuring successful service delivery?		
Unit 5			
1	How does the marketing mix differ for services compared to tangible products?		2
2	In the context of the service industry, how does relationship marketing contribute to customer retention and loyalty?		4
3	What impact do promotions and discounts have on consumer perceptions of service quality?		5
4	How do organizations determine the optimal pricing strategy for bundled services or service packages?		3
5	Can you elaborate on the role of promotional activities in building brand awareness for service-based businesses?		4



6	How do value-based pricing strategies differ from cost-based pricing in the service sector?	CO5	2
7	What challenges do service providers face when pricing their offerings, considering the intangible nature of services?		4
8	In the service industry, how important is brand reputation in attracting and retaining customers?		4
9	How can organizations leverage digital marketing to promote their services in today's landscape?		2
10	What are effective strategies for promoting intangible services in the market?		3

SAMPLE ASSIGNMENT

Course Name – Services Marketing

Course Code – MBA -412

Maximum Marks - 20

Due Date: 10-05-2025

Question Number	Course Outcomes	Blooms' Level	Maximum Marks	Marks Obtain
Q1	CO4	3-6	10	
Q2	CO5	3-6	10	
Total Marks			20	
Faculty Signature:				
Email:				

Assignment Objectives:

The objective of this assignment is to deepen the understanding of Services marketing and its application in real life

Assignment Instructions:

1. Visit any service organization and see their business models and deliverables
2. Assessment Rubrics: The evaluation will be done as per the rubrics.
3. Submission Method: All the students will submit their assignment and upload the PDF Copy on Camu LMS on or before the Due date. No late submissions will be considered for the evaluation.



Q. No.	Question	BL	CO	Marks	Total Marks
1	Develop a service plan for a healthcare provider, focusing on patient experience and community engagement	5	4	10	10
2	Create a customer loyalty program for a spa or wellness centre aiming to increase repeat business and customer satisfaction	5	5	10	10

SAMPLE MID SEMESTER EXAMINATION

Course Name – Services Marketing

Course Code – MBA412

Maximum Marks - 20

Time duration - 90 Mins

Instructions

- Question 1,2 and 4 are mandatory.
- Each question carries 4 marks.

Q.No.	Statement	Bloom's Level	CO Mapping
1	Propose a digital marketing strategy for a travel agency, highlighting offerings and online customer engagement	Create	CO1
2	Specify role of Promotion in services	Remember	CO2
3a	How does the localization of marketing efforts contribute to the success of service-oriented businesses?	Understand	CO1
3b	How does the integration of chatbots and AI can support service industry?	Understand	CO1
4	Explore the strategies for refurbished devices like old laptop, mobile etc	Understand	CO2
5a	Develop a referral program for a car repair service	Analyse	CO3
5b	Design a community outreach program for NGO and showcase the impact of their services so that donations can flow in.	Analyse	CO3

ANNEXURE A





PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

1. Successfully apply business knowledge and functional skills to help create value for businesses.
2. Build successful careers in diverse domains.
3. Demonstrate professional growth and development in their chosen field.
4. Build reputation for excellence, leadership, and ethics.

PROGRAMME OUTCOMES(POs)

1. Apply Knowledge of management theories and practices to solve business problems.
2. Foster Analytical and critical thinking abilities for data-based decision making.
3. Ability to develop value-based Leadership Ability
4. Ability to understand, Analyze, and communicate global, economic, legal and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of goals, contributing effectively to the team environment.



ANNEXURE B

BLOOM'S TAXONOMY

Bloom's Taxonomy is a hierarchical framework used to classify educational objectives and learning outcomes. Each level of Bloom's Taxonomy represents a progressively higher level of cognitive complexity and sophistication. Educators use this framework to design curriculum, assess learning objectives, and create activities that promote higher-order thinking skills. By targeting different levels of Bloom's Taxonomy, educators can ensure a balanced approach to teaching and learning that fosters deep understanding and critical thinking across various subjects and disciplines.

S.No	Level of Learning	Characteristics of Learning	Verbs in Questions or Learning Outcomes
1.	Remembering	This level involves recalling facts, basic concepts, or specific information without necessarily understanding or interpreting it.	List, Identify, Outline
2.	Understanding	At this level, students demonstrate comprehension and grasp of the meaning of information. They can explain ideas or concepts in their own words, interpret data, and summarize information.	Explain, Describe, Interpret, Distinguish
3.	Applying	Students can use acquired knowledge in new situations or contexts. They can apply concepts, principles, or procedures in a different way or to solve problems.	Apply, Calculate, Solve
4.	Analyzing	This level involves breaking down information into its constituent parts and examining relationships between them. Students can identify patterns, organize information, and make connections between ideas.	Classify, Derive, Explain
5.	Evaluating	At this level, students can make judgments about the value or quality of ideas, theories, or solutions based on criteria and standards. They can assess the strengths and weaknesses of arguments, methods, or designs.	Determine, Optimize, Evaluate
6.	Creating	The highest level of Bloom's Taxonomy involves generating new ideas, products, or ways of thinking. Students can design, compose, or invent based on existing knowledge and skills, demonstrating creativity and originality.	Formulate, Design, Create



ANNEXURE C

ASSIGNMENT GUIDELINES

1. Title Page: Use the Standardized Front Page shared by the Department.
2. Font and Spacing: Use a Times New Roman in 12-point size. 1.5 line spacing in the entire document, including the title page, headings, and references.
 1. Margins: Set 1-inch (2.54 cm) margins on all sides of the paper.
 2. Header: Include a header as Assignment and Course Code in the top right corner of each page (except the title page).
 3. Title: Center the title of your assignment at the top of the first page. It should be bold and in title case (capitalize major words).
 4. Headings: Use headings and subheadings to organize your content. Typically, use bold for main headings (e.g., "Introduction") and italics for subheadings (e.g., "Methods").
 5. Page Numbers: Page numbers should be placed in the footer of each page, starting from the second page (the title page is page 1).
 6. Citations and References: Use a consistent APA citation style to cite references.
 7. Pagination and Length: The minimum length of the assignment should be 2000 words excluding the references.
 8. Figures and Tables: If you include figures or tables, provide clear labels and captions.
 9. Figure number should be placed below the Figure as Figure,1 and for the tables, the table number must be mentioned above the table as Table I.
 10. Appendices (if needed): Include appendices for supplementary materials, such as charts, graphs, or lengthy data tables.
 11. Submission Format: Submit your assignment in the soft copy format as PDF and upload it on CAMU as per the submission deadline. Please ensure that the assignment is renamed as Roll No.
 12. Proofreading and Editing: Carefully proofread and edit your assignment for clarity, grammar, and spelling errors before submission.
 13. Plagiarism must be below 15 percent for the assignment submitted.



ASSIGNMENT RUBRICS

Parameters	Criteria					Marks Distribution
	1	2	3	4	5	
Writing Skills a) Content	The content was not relevant to the given task	The content was minimally relevant to the given task	The content was generally relevant to the given task	The content was relevant to the given task	The content was very relevant to the given task	2
b) Organization	The assignment is poorly organized and lacked supporting evidence	The organization of the assignment is somewhat organized with minimal supporting evidence	The organization of the assignment is acceptable with some supporting evidence	The organization of the assignment is well organized and supported	The assignment is very well organized and supported	1
c) Grammar-Mechanics-Usage- Spelling	Too many grammatical errors	Numerous grammatical errors	Several grammatical errors	Few grammatical errors	No grammatical errors	1
Knowledge Skills	Student does not demonstrate the subject knowledge	Student demonstrates some grasp of the subject knowledge	Student demonstrates moderate level of the subject knowledge	Student demonstrates sufficient level of the subject knowledge	Student demonstrates sound subject knowledge	1
Overall Presentation/Viva	Unable to answer questions, not prepared and confidence at all	Able to answer questions but not prepared and confidence	Presentation is acceptable but there are some areas that could be improved./ Able to answer questions but with little preparation and confidence	Presentation is of good quality, with a clear effort to present the work professionally and effectively./ Able to answer questions well and slightly confidence and well prepared	Presentation (including code structure, comments, user interface, and documentation) is of exceptionally high quality./ Able to answer questions very well and confidently. Very well prepared	5



ANNEXURE D

ATTENDANCE GUIDELINES

S.No	Attendance Percentage	Marks to be Allotted
1	Above 90%	100 %
2	Above 85% - 90%	80 %
3	75% -85%	60%
4	Below 75%	0