



Kot Bhalwal, Jammu



Model Institute of Engineering  
& Technology (Autonomous)  
Dr. Arun K. Gupta Teaching-Learning Centre

## Department of MBA

### Details of Lesson Plan

S.No.	Particulars	Details
1.	Course Name	Service Marketing
2.	Course Code	MBA-412
3.	Academic Year	2024-25
4.	Semester	4 <sup>th</sup>
5.	Number of Lesson plans	18
6.	Faculty Assigned	Mr Ajay Khajuria

Faculty Signature



Version 1.1



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<b>Lesson Plan No. 1</b>	<b>Course Name: Service Marketing</b> <b>Topic: Characteristics of Service Marketing</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To understand the unique characteristics of services in marketing.</li> <li>To identify the implications of these characteristics on service marketing strategies.</li> <li>To analyze real-world examples to illustrate the application of service marketing principles.</li> </ol>
<b>Teaching Aids (if any)</b>	PowerPoint presentation Group discussion and brainstorming sessions.
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Begin by engaging students with a thought-provoking question or scenario related to services they have encountered. Define services and highlight the intangible, inseparable, perishable, variable, and heterogeneity characteristics that distinguish services from tangible products. Explain the significance of understanding these characteristics in designing effective service marketing strategies.</li> <li><b>Development (30 minutes)</b> <ul style="list-style-type: none"> <li><b>Intangible Nature:</b> Discuss how services are intangible and how this impacts marketing efforts such as branding and customer perception.</li> <li><b>Inseparability:</b> Explore the concept of simultaneous production and consumption in services, emphasizing the role of customer interactions and experiences.</li> <li><b>Perishability:</b> Explain the challenges posed by perishability in services and strategies like demand management and pricing to address them.</li> <li><b>Variability:</b> Discuss how variability in service delivery can affect customer satisfaction and loyalty, and ways to manage consistency.</li> <li><b>Heterogeneity:</b> Illustrate how each customer interaction is unique in services, leading to customization and personalization as key strategies.</li> </ul> </li> <li><b>Exercise</b> Divide students into groups and provide them with case studies or scenarios involving service businesses. Ask them to analyze how each characteristic of service marketing plays a role in the success or failure of these businesses. Encourage discussion and critical thinking.</li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve (5 minutes).</li> <li>Encourage students to ask questions for clarification.</li> <li>Mention that there will be an evaluation through a quiz to assess</li> </ol>



	their understanding.
<b>Evaluation</b>	1. Administer a short quiz with multiple-choice and short-answer questions related to the topic(10 minutes).



<b>Lesson Plan No. 2</b>	<b>Course Name: Service Marketing</b> <b>Topic: Understanding the 7 Ps of Services Marketing</b>	<b>CourseNo.:MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. To explain the concept of the 7 Ps framework in services marketing b. To analyze how each P (Product, Price, Place, Promotion, People, Process, Physical Evidence) impacts service businesses. c. To evaluate real-world examples applying the 7 Ps model in services marketing.
<b>Teaching Aids (if any)</b>	a. PowerPoint presentation b. Whiteboard and markers
<b>Teaching Development</b>	<ol style="list-style-type: none"><li><b>1. Introduction (5 minutes)</b> Present a scenario where a service business successfully utilizes all elements of the marketing mix to create a memorable customer experience.</li><li><b>2. Development (30 minutes)</b><ul style="list-style-type: none"><li>- Product: Emphasize the importance of service design, features, and quality.</li><li>- Price: Discuss pricing strategies in services, including value-based pricing and bundling.</li><li>- Place: Explore distribution channels and location strategies for service delivery.</li><li>- Promotion: Cover promotional tactics specific to services, such as word-of-mouth marketing and testimonials.</li><li>- People: Highlight the role of employees in delivering quality service experiences.</li><li>- Process: Explain the service delivery process and its impact on customer satisfaction.</li><li>- Physical Evidence: Discuss tangible elements that enhance service credibility and customer perception.</li></ul></li><li><b>3. Activity (5 minutes) –</b><ul style="list-style-type: none"><li>- Divide students into small groups and ask them questions and summary.</li><li>- What is the significance of including People as one of the 7 Ps in services marketing?</li><li>- How does Physical Evidence contribute to building trust and credibility in service businesses?</li></ul></li></ol>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve (5 minutes).</li><li>2. Encourage students to ask questions for clarification.</li><li>3. Mention that there will be an evaluation through a quiz to assess their understanding.</li></ol> <ul style="list-style-type: none"><li>• <b>Reference</b> <b>URLs:</b> <a href="https://www.investopedia.com/terms/s/service-marketing.asp">https://www.investopedia.com/terms/s/service-marketing.asp</a></li></ul>



	<a href="https://www.marketing91.com/marketing-mix-services/">https://www.marketing91.com/marketing-mix-services/</a>
<b>Evaluation</b>	1. Administer a short quiz with multiple-choice and short-answer questions related to the topic. (5 minutes)



<b>Lesson Plan No. 3</b>	<b>Course Name: Service Marketing</b> <b>Topic: Product</b>	<b>CourseNo.:MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>a. To understand the significance of the product element in the 7Ps framework of service marketing.</li> <li>b. To explore how service products differ from tangible goods and the unique challenges in marketing services.</li> <li>c. Learn the importance of product development and management.</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>a. PowerPoint presentation</li> <li>b. Whiteboard and markers</li> </ul>
<b>Teaching Development</b>	<p><b>1. Introduction (5 minutes)</b></p> <ul style="list-style-type: none"> <li>- Start with a brief discussion on the importance of products in marketing.</li> <li>- Engage students with examples of popular products and their impact on consumer behavior.</li> </ul> <p><b>2. Development (30 minutes)</b></p> <p><b>Types of Products:</b></p> <p>Tangible vs. Intangible Products Consumer Products vs. Industrial Products Characteristics of Service Products</p> <ul style="list-style-type: none"> <li>a. Intangibility</li> <li>b. Inseparability</li> <li>c. Variability</li> <li>d. Perishability</li> </ul> <p><b>Service Product Development:</b></p> <ul style="list-style-type: none"> <li>1. Designing Service Offerings</li> <li>2. Enhancing Service Quality</li> <li>3. Customizing Services for Different Segments</li> </ul> <p><b>Marketing Strategies for Service Products:</b></p> <ul style="list-style-type: none"> <li>1. Positioning Services in the Market</li> <li>2. Pricing Strategies for Services</li> <li>3. Promoting and Communicating Service Benefits</li> </ul> <p>Service product development involves designing service offerings, enhancing quality, and customizing services for different market segments. Managing service quality requires understanding customer expectations, measuring quality levels, and implementing continuous improvement strategies to ensure customer satisfaction. Innovating service products involves adapting to changing customer needs, introducing new offerings, and leveraging technology for enhanced service delivery.</p> <p>Pricing of services differs significantly from pricing goods due to factors like nonmonetary costs and price as an indicator of quality. Approaches to pricing services include cost-based pricing, competitive-based pricing, and demand-based pricing. Pricing strategies must align with customer perceptions of value</p>



	<p>to effectively position services in the market.</p> <p>3. <b>Activity (5 minutes)</b> –</p> <ul style="list-style-type: none"><li>- Divide students into groups and assign them a service industry to analyze. Ask them to identify the core service product offered by a company in that industry and develop a product enhancement plan to improve its value proposition.</li></ul>
<b>Closure</b>	<ol style="list-style-type: none"><li>1. Summarize key points covered in the lesson, emphasizing the importance of the product element in service marketing (5 minutes).</li><li>2. Encourage students to consider how they can apply strategies for developing and managing service products effectively to drive customer satisfaction and business success.</li></ol>
<b>Evaluation</b>	<p>Conduct a group presentation where students showcase their analysis of a service product in a chosen industry and present their enhancement plan. Evaluate their understanding of the unique aspects of marketing services through their proposed strategies for improving service products. Provide feedback to reinforce learning outcomes. (5 minutes)</p>



<b>Lesson Plan No. 04</b>	<b>Course Name: Service Marketing</b> <b>Topic: Price in 7Ps in Service Marketing</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To understand the importance of pricing as a key element in the 7Ps framework of service marketing.</li> <li>To explore the factors influencing pricing decisions in service businesses and the impact of pricing on customer perceptions.</li> <li>To analyze strategies for setting competitive prices and maximizing value for both customers and the business.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> <li>Handouts with key concepts and case studies</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>1. Introduction (5 minutes)</b> Begin by introducing the concept of price as a critical component of the marketing mix in service businesses. Explain how pricing decisions can influence customer behavior, perceptions of value, and overall profitability</li> <li><b>2. Development (30 minutes)</b> <ul style="list-style-type: none"> <li>- <b>Understanding Pricing in Services:</b> Define pricing in services as the process of determining the monetary value of a service offering. Discuss how pricing strategies can impact market positioning, revenue generation, and customer loyalty.</li> <li>- <b>Factors Influencing Pricing Decisions:</b> Explore factors that influence pricing decisions in services, such as costs, competition, perceived value, customer willingness to pay, demand fluctuations, and pricing objectives.</li> <li>- <b>Strategies for Setting Prices:</b> Discuss various pricing strategies used in service marketing, including cost-based pricing, value-based pricing, competition-based pricing, dynamic pricing, and price bundling.</li> </ul> </li> <li><b>3. Exercise (5 minutes) –</b> <ul style="list-style-type: none"> <li>- Divide students into groups and provide them with case studies of service businesses facing pricing challenges. Ask them to analyze the scenarios and propose a pricing strategy that aligns with the business objectives while considering customer perceptions and market dynamics.</li> </ul> </li> </ol>
<b>Closure</b>	<p>Spend 5 minutes to wrap up and consolidate the learnings</p> <ol style="list-style-type: none"> <li>Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve.</li> <li>Encourage students to ask questions for clarification.</li> <li>Mention that there will be an evaluation through a quiz to assess their understanding.</li> </ol> <p><b>Recommended Video link:</b> <a href="https://www.youtube.com/%407ps1formarketingbusinessse76">https://www.youtube.com/%407ps1formarketingbusinessse76</a></p>





<b>Evaluation</b>	<p><a href="https://www.youtube.com/watch?v=GhFpvXsmBXY">https://www.youtube.com/watch?v=GhFpvXsmBXY</a></p> <p>Conduct a role-playing activity where students simulate a scenario where they need to negotiate a service price with a potential customer. Evaluate their ability to apply pricing strategies discussed in the lesson to effectively communicate value and address customer concerns. Provide feedback to reinforce understanding of pricing concepts in service marketing. (5 minutes)</p>
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<b>Lesson Plan No. 5</b>	<b>Course Name: service marketing</b> <b>Topic: Place in 7Ps in Service Marketing</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To understand the significance of place as a key element in the 7Ps framework of service marketing.</li> <li>To explore the role of distribution channels and physical locations in service delivery.</li> <li>To analyze strategies for optimizing place decisions to enhance accessibility and convenience for customers.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Begin by introducing the concept of place in service marketing as the element that focuses on making services accessible to customers. Explain how distribution channels, physical locations, and online presence play a crucial role in delivering services effectively</li> <li><b>Development (30 minutes)</b> <b>Understanding Place in Services:</b> Define place as the aspect of marketing that involves making services available to customers at the right time and location. Discuss how convenience, accessibility, and channel choices impact customer satisfaction. <b>Distribution Channels:</b> Explore different distribution channels used in service marketing, such as direct sales, online platforms, intermediaries, franchises, and partnerships. Discuss the advantages and challenges associated with each channel. <b>Optimizing Place Decisions:</b> Analyze strategies for optimizing place decisions in service marketing, including location selection, channel integration, logistics management, and leveraging technology for seamless service delivery.</li> <li><b>Activity (5 minutes)</b> Divide students into groups and assign them a service industry to analyze. Ask them to develop a distribution strategy that optimizes place decisions for reaching target customers effectively</li> </ol>
<b>Closure</b>	<p>Spend 5 minutes to wrap up and consolidate the learning</p> <p>Summarize key points covered in the lesson, emphasizing the importance of place in service marketing for ensuring accessibility and convenience for customers. Encourage students to consider how they can apply effective place strategies to enhance service delivery</p> <p>Video link:</p> <ol style="list-style-type: none"> <li><a href="https://www.youtube.com/watch?v=JGK5Q6v9WZI">https://www.youtube.com/watch?v=JGK5Q6v9WZI</a></li> <li><a href="https://www.youtube.com/watch?v=8Xz0YbVwZoE">https://www.youtube.com/watch?v=8Xz0YbVwZoE</a></li> </ol> <p>1. Suggested Readings: <a href="https://www.marketing-schools.org/types-of-">https://www.marketing-schools.org/types-of-</a></p>





	<p><a href="http://marketing/place-marketing.html">marketing/place-marketing.html</a></p> <p>2. <a href="https://www.marketing91.com/distribution-channels-in-service-marketing/">https://www.marketing91.com/distribution-channels-in-service-marketing/</a></p>
<b>Evaluation</b>	<p>Conduct a group discussion where students present their distribution strategies and explain how their proposed place decisions align with customer needs and business objectives. Evaluate their understanding of place in service marketing through their ability to develop strategic distribution plans effectively. Provide feedback to reinforce learning outcomes. (5 minutes)</p>



<b>Lesson Plan No. 06</b>	<b>Course Name: Service Marketing Topic: Promotion in 7Ps in Service Marketing</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"><li>To understand the role and importance of promotion as a key element in the 7Ps framework of service marketing.</li><li>To explore different promotional strategies and tactics used in service marketing to communicate value to customers.</li><li>To analyze how effective promotion can influence customer perceptions, drive engagement, and enhance brand awareness.</li></ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"><li>PowerPoint presentation</li><li>Whiteboard and markers</li></ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"><li><b>1. Introduction (5 minutes)</b> Begin by introducing the concept of promotion in service marketing as the element that focuses on communicating the value proposition of services to target customers. Explain how promotional activities help create awareness, generate interest, and drive customer engagement</li><li><b>2. Development (30 minutes)</b><ul style="list-style-type: none"><li>- <b>Understanding Promotion in Services:</b> Define promotion as the communication process used to inform, persuade, and remind customers about a service offering. Discuss the objectives of promotion, such as building brand awareness, increasing sales, and fostering customer loyalty.</li><li>- <b>Promotional Strategies:</b> Explore different promotional strategies used in service marketing, including advertising, personal selling, sales promotions, public relations, direct marketing, and digital marketing. Discuss how each strategy can be tailored to suit the unique characteristics of services.</li><li>- <b>Integrated Marketing Communications (IMC):</b> Discuss the concept of IMC in service promotion, emphasizing the importance of aligning various promotional activities to deliver a consistent message across different channels.</li></ul></li><li><b>3. Activity (5 minutes) –</b><ul style="list-style-type: none"><li>- Divide students into groups and assign them a service industry to analyze. Ask them to develop a promotional campaign that integrates multiple channels and tactics to effectively reach and engage target customers.</li></ul></li></ol>
<b>Closure</b>	Spend 5 minutes to wrap up and consolidate the learning Summarize key points covered in the lesson, emphasizing the importance of promotion in service marketing for creating awareness and driving customer engagement. Encourage students



	<p>to consider how they can apply effective promotional strategies to achieve marketing objectives.</p> <p><b>Suggested Readings:</b> <a href="https://www.marketing91.com/promotion-in-service-marketing/">https://www.marketing91.com/promotion-in-service-marketing/</a> <a href="https://www.investopedia.com/terms/i/imc.asp">https://www.investopedia.com/terms/i/imc.asp</a> Video links: <a href="https://www.youtube.com/watch?v=JGK5Q6v9WZI">https://www.youtube.com/watch?v=JGK5Q6v9WZI</a></p>
<b>Evaluation</b>	<p>Conduct a group presentation where students showcase their promotional campaigns and explain how their chosen strategies align with the objectives of the service business. Evaluate their understanding of promotion in service marketing through their ability to develop comprehensive and targeted promotional plans effectively. Provide feedback to reinforce learning outcomes. (5 minutes)</p>



Lesson Plan No. 07	Course Name: Service Marketing Topic: People in 7Ps in Service Marketing	Course No.: MBA-412
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Objectives	At the end of the lesson the student shall be able to: a. To understand the significance of people as a key element in the 7Ps framework of service marketing. b. To explore the role of employees, customer interactions, and service personnel in delivering exceptional service experiences. c. To explore the role of employees, customer interactions, and service personnel in delivering exceptional service experiences.
Teaching Aids (if any)	a. PowerPoint presentation b. Whiteboard and markers
Teaching Development	<b>1. Introduction (5 minutes)</b> - Begin by introducing the concept of people in service marketing as a critical element that focuses on the role of employees, customer interactions, and service personnel in delivering services. Explain how the behavior, skills, and attitudes of people can significantly impact customer perceptions and satisfaction. <b>2. Development (30 minutes)</b> - <b>Role of People in Services:</b> Discuss the importance of frontline employees, service personnel, and customer-facing staff in shaping customer experiences. Emphasize the impact of employee behavior, communication skills, and professionalism on service quality. - <b>Customer Interactions:</b> Explore the significance of positive customer interactions in building relationships, resolving issues, and creating memorable service experiences. Discuss the role of empathy, active listening, and problem-solving skills in effective customer engagement. - <b>Strategies for Managing People:</b> Analyze strategies for recruiting, training, motivating, and empowering employees to deliver exceptional service. Discuss the importance of ongoing development, feedback mechanisms, and recognition programs in enhancing employee performance. <b>3. Activity (5 minutes) –</b> - Divide students into groups and assign them scenarios where they need to address challenging customer interactions or employee management situations. Ask them to develop strategies for handling these scenarios effectively.
Closure	1. Summarize key points covered in the lesson, emphasizing the critical role of people in delivering exceptional service experiences. Encourage students to consider how they can apply effective



	<p>people management strategies to enhance service quality.</p> <p>2. Mention that there will be an evaluation through a quiz to assess their understanding.</p> <p>3. <b>Suggested</b> <span style="float: right;"><b>Readings:</b></span> <a href="https://www.forbes.com/sites/forbesbusinesscouncil/2020/03/02/the-impact-of-people-on-service-quality/?sh=5b4d7f6e7b8a">https://www.forbes.com/sites/forbesbusinesscouncil/2020/03/02/the-impact-of-people-on-service-quality/?sh=5b4d7f6e7b8a</a></p>
<b>Evaluation</b>	Administer a short quiz with multiple-choice and short-answer questions related to the topic. (5 minutes)



<b>Lesson Plan No. 08</b>	<b>Course Name: Service Marketing</b> <b>Topic: Process in 7Ps in Service Marketing</b>	<b>Course No.: MBA- 412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. To understand the importance of process as a key element in the 7Ps framework of service marketing. b. To explore how service processes impact customer experiences, efficiency, and service quality. c. To analyze strategies for designing and managing processes to enhance service delivery and customer satisfaction.
<b>Teaching Aids (if any)</b>	a. PowerPoint presentation b. Whiteboard and markers
<b>Teaching Development</b>	<b>1. Introduction (5 minutes)</b> - Begin by introducing the concept of process in service marketing as the element that focuses on the procedures, systems, and workflows involved in delivering services. Explain how well-designed processes can streamline operations, improve efficiency, and enhance customer satisfaction.  <b>2. Development (25 minutes)</b> - <b>Understanding Service Processes:</b> Define service processes as the series of steps and activities involved in delivering a service to customers. Discuss how processes impact service quality, consistency, and customer perceptions.  - <b>Mapping Service Processes:</b> Explore the importance of process mapping in visualizing and analyzing service processes. Discuss techniques such as flowcharts, value stream mapping, and service blueprinting to identify bottlenecks, inefficiencies, and opportunities for improvement.  - <b>Improving Service Processes:</b> Analyze strategies for improving service processes, including standardization, automation, employee training, customer feedback integration, and continuous process optimization.  <b>3. Activity (10 minutes):</b> - Divide students into groups and provide them with a service scenario where there are inefficiencies in the process. Ask them to analyze the current process, identify areas for improvement, and propose a revised process flow that enhances service delivery.
<b>Closure</b>	Spend 5 minutes to wrap up and consolidate the learnings 1. Summarize the key points of the lesson, emphasizing the objectives



	<p>that students were expected to achieve.</p> <ol style="list-style-type: none"><li>2. Encourage students to ask questions for clarification.</li><li>3. Mention that there will be an evaluation through a quiz to assess their understanding.</li><li>4. <b>Suggested Readings:</b> <a href="https://www.marketing91.com/process-in-service-marketing/">https://www.marketing91.com/process-in-service-marketing/</a> <b>Video Links:</b> <a href="https://www.youtube.com/watch?v=JGK5Q6v9WZI">https://www.youtube.com/watch?v=JGK5Q6v9WZI</a></li></ol>
<b>Evaluation</b>	<p>Conduct a group presentation where students showcase their analysis of a service process scenario and present their proposed improvements. Evaluate their understanding of process management in service marketing through their ability to identify inefficiencies and develop solutions for enhancing service delivery effectively. Provide feedback to reinforce learning outcomes. (5 minutes)</p>



<b>Lesson Plan No. 09</b>	<b>Course Name: Service Marketing Topic: Physical Evidence in 7Ps in Service Marketing</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To understand the significance of physical evidence as a key element in the 7Ps framework of service marketing.</li> <li>To explore how tangible elements and the physical environment impact customer perceptions and service quality.</li> <li>To analyze strategies for managing physical evidence to enhance the overall service experience and brand image.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Begin by introducing the concept of physical evidence in service marketing as the element that focuses on the tangible aspects that customers can see, touch, or experience when interacting with a service. Explain how physical evidence plays a crucial role in shaping customer perceptions and influencing service quality.</li> <li><b>Development (30 minutes)</b>  <p><b>Understanding Physical Evidence:</b> Define physical evidence as the tangible cues that customers use to evaluate service quality and make judgments about a service provider. Discuss how elements such as facilities, equipment, signage, and branding contribute to creating a positive service environment.</p> <p><b>Impact of Physical Evidence:</b> Explore how physical evidence influences customer perceptions, trust, and satisfaction. Discuss the role of cleanliness, ambiance, layout, and design in creating a favorable impression and enhancing the overall service experience.</p> <p><b>Strategies for Managing Physical Evidence:</b> Analyze strategies for managing physical evidence effectively, including maintaining consistency across touch-points, aligning physical evidence with brand identity, investing in quality facilities and equipment, and using visual cues to communicate value.</p> </li> <li><b>Exercise (5 minutes)</b> - Divide students into groups and provide them with scenarios where businesses have different levels of attention to physical evidence. Ask them to analyze each scenario and propose recommendations for improving the physical evidence elements to enhance the overall service experience.</li> </ol>
<b>Closure</b>	<p>Spend 5 minutes to wrap up and consolidate the learnings:</p> <ol style="list-style-type: none"> <li>Summarize key points covered in the lesson, emphasizing the critical role of physical evidence in service marketing for creating a positive impression and enhancing customer satisfaction. Encourage students to consider how they can apply effective strategies for managing physical evidence in</li> </ol>



	<p>their future marketing endeavors.</p> <p>2. Suggested Readings: <a href="https://www.marketing91.com/physical-evidence-in-marketing/">https://www.marketing91.com/physical-evidence-in-marketing/</a></p> <p>3. Video Links: <a href="https://www.youtube.com/watch?v=JGK5Q6v9WZI">https://www.youtube.com/watch?v=JGK5Q6v9WZI</a></p>
<b>Evaluation</b>	<p>Conduct a group discussion where students present their recommendations for improving physical evidence based on the provided scenarios. Evaluate their understanding of the impact of physical evidence on customer perceptions through their ability to identify key elements that contribute to a positive service environment effectively. Provide feedback to reinforce learning outcomes. (5 minutes)</p>



<b>Lesson Plan No. 10</b>	<b>Course Name: Service Marketing</b> <b>Topic: Strategic Issues in Services Marketing – Market Segmentation and Targeting</b>	<b>CourseNo.:MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To understand the importance of market segmentation and targeting in services marketing.</li> <li>To identify the benefits of effectively segmenting and targeting specific customer groups.</li> <li>To analyze real-world examples of successful market segmentation and targeting strategies in service industries.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Begin by discussing the concept of market segmentation and targeting, highlighting their significance in tailoring marketing strategies to specific customer groups. Explain how these strategies help service businesses reach their target audience effectively.</li> <li><b>Development (30 minutes)</b> <ul style="list-style-type: none"> <li>- <b>Market Segmentation:</b> Explain the process of dividing a broad market into smaller segments based on demographics, psychographics, behavior, or geography:</li> <li>- <b>Targeting:</b> Discuss the selection of specific segments to focus on based on their attractiveness and compatibility with the service offering.</li> <li>- <b>Benefits:</b> Explore the advantages of market segmentation and targeting, such as improved customer satisfaction, personalized marketing efforts, and increased profitability.</li> </ul> </li> <li><b>Activity (5 minutes) –</b> <ul style="list-style-type: none"> <li>- Divide students into groups and provide them with case studies or scenarios where companies have successfully implemented market segmentation and targeting strategies. Ask them to analyze these cases and identify the key factors contributing to their success.</li> <li>- Encourage brainstorming and facilitate a class discussion on the different approaches and their implications.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve (5 minutes).</li> <li>Encourage students to ask questions for clarification.</li> <li>Mention that there will be an evaluation through a quiz to assess their understanding.           <ul style="list-style-type: none"> <li>• Recommended Video link: <a href="https://www.isbe.net/CTEDocuments/FCS-L640117.pdf">https://www.isbe.net/CTEDocuments/FCS-L640117.pdf</a></li> <li>• <a href="https://mcb.unco.edu/students/ets-resources/ets-marketing-strategy-review.doc">https://mcb.unco.edu/students/ets-resources/ets-marketing-strategy-review.doc</a></li> </ul> </li> </ol>



<b>Evaluation</b>	• Conduct a quiz where students are asked to outline a market segmentation plan for a hypothetical service business and justify their choice of target segments. Evaluate their responses based on the clarity of segmentation criteria and alignment with the service offering. Provide feedback to reinforce understanding.
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<b>Lesson Plan No. 11</b>	<b>Course Name: Service Marketing Topic: Positioning and Differentiation of Services</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>Define To understand the concepts of positioning and differentiation in services marketing.</li> <li>To explore the importance of creating a unique position and differentiation strategy for service businesses.</li> <li>To analyze case studies and examples to illustrate effective positioning and differentiation in service industries</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> Introduce the topic by explaining the significance of positioning and differentiation in services marketing. Discuss how these strategies help service businesses stand out in a competitive market and create a strong brand identity.</li> <li><b>Development (30 minutes)</b> <b>Positioning:</b> Define positioning as the place a service occupies in the minds of customers relative to competitors. Discuss strategies like value proposition, perceptual mapping, and competitive analysis. <b>Differentiation:</b> Explain how differentiation involves creating unique features or benefits that set a service apart from competitors. Explore ways to differentiate through quality, innovation, customer service, or pricing. <b>Importance:</b> Highlight the role of positioning and differentiation in building customer loyalty, attracting new customers, and sustaining a competitive advantage in the market</li> <li><b>Exercise (5 minutes) –</b> Divide students into groups and provide them with scenarios where service businesses are struggling with positioning or differentiation. Ask them to brainstorm strategies to improve the business's position or differentiate its services effectively.</li> </ol>
<b>Closure</b>	<p>Spend 5 minutes to wrap up and consolidate the learnings</p> <ol style="list-style-type: none"> <li>Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve.</li> <li>Encourage students to ask questions for clarification.</li> <li>Mention that there will be an evaluation through a quiz to assess their understanding.</li> </ol> <ul style="list-style-type: none"> <li><b>Reference</b> <span style="float: right;"><b>URLs:</b></span> <a href="https://www.researchgate.net/publication/320287292_Positioning_and_Differentiation_in_Services_Marketing">https://www.researchgate.net/publication/320287292_Positioning_and_Differentiation_in_Services_Marketing</a></li> </ul>
<b>Evaluation</b>	Conduct a role-playing activity where students are assigned different service businesses and asked to develop a positioning and differentiation strategy for each.



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Evaluate their strategies based on clarity, creativity, and alignment with target customer needs. Provide feedback to enhance their understanding of effective positioning and differentiation practices. (5 minutes)
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<b>Lesson Plan No. 12</b>	<b>Course Name: Service Marketing Topic: GAPS Model of Service Quality</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>a. To introduce the GAPS model of service quality and its significance in service marketing.</li> <li>b. To explain the four provider gaps and the customer gap within the GAPS model.</li> <li>c. To analyze how closing these gaps can lead to improved service quality and customer satisfaction.</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>a. PowerPoint presentation</li> <li>b. Whiteboard and markers</li> </ul>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li>1. <b>Introduction (5 minutes)</b> Commence the lesson by discussing the importance of service quality in the success of service businesses. Introduce the GAPS model as a framework for understanding and improving service quality, emphasizing its role in bridging the gap between customer expectations and perceptions.</li> <li>2. <b>Development (30 minutes)</b> <b>GAPS Model Overview:</b> Explain the components of the GAPS model, including the customer gap and the four provider gaps (Gap 1: Not knowing what customers expect, Gap 2: Not having the right service quality designs, Gap 3: Not delivering to service designs, Gap 4: Not matching performance to promises). <b>Customer Gap:</b> Discuss how the customer gap is influenced by differences between expected service and perceived service, emphasizing its impact on customer satisfaction and loyalty. <b>Provider Gaps:</b> Explore each provider gap in detail, highlighting factors responsible for these gaps and strategies to close them effectively.</li> <li>3. <b>Activity (5 minutes) –</b> <ul style="list-style-type: none"> <li>- Divide students into groups and assign them scenarios where service companies are facing challenges related to provider gaps within the GAPS model. Ask them to identify which specific provider gap is causing issues and propose solutions to close that gap.</li> </ul> </li> </ol>
<b>Closure</b>	Spend 5 minutes to wrap up and consolidate the learning Summarize key points covered in the lesson, emphasizing the importance of addressing provider gaps within the GAPS model to enhance service quality. Encourage students to apply this framework in analyzing and improving service quality in real-world scenarios.
<b>Evaluation</b>	Conduct a quiz where students are presented with case studies involving different provider gaps within service businesses. Evaluate their ability to identify these gaps, propose solutions, and explain how closing these gaps can lead to improved service quality. Provide feedback to reinforce



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	understanding of the GAPS model concepts. (5 minutes)
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<b>Lesson Plan No. 13</b>	<b>Course Name: Service Marketing Topic: Understanding the Customer - Customer Expectations of Services</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To introduce the concept of customer expectations in services marketing.</li> <li>To explore the factors influencing customer expectations of services.</li> <li>To analyze strategies for managing and exceeding customer expectations in service businesses.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>1. Introduction (5 minutes)</b> Begin by discussing the importance of understanding customer expectations in delivering exceptional service experiences. Explain how meeting or exceeding customer expectations can lead to increased satisfaction, loyalty, and positive word-of-mouth.</li> <li><b>2. Development (30 minutes)</b> <b>Customer Expectations Overview:</b> Define customer expectations in the context of services, emphasizing the role they play in shaping customer perceptions and satisfaction. <b>Factors Influencing Expectations:</b> Explore internal factors (past experiences, personal needs) and external factors (word-of-mouth, marketing communications) that influence customer expectations. <b>Managing Expectations:</b> Discuss strategies for managing and exceeding customer expectations, such as setting clear service standards, effective communication, and continuous improvement</li> <li><b>3. Activity (5 minutes)</b> Divide students into pairs and provide them with scenarios where customers have varying expectations of service quality. Ask them to role-play scenarios where one student acts as a customer with specific expectations, while the other student plays a service provider managing those expectations effectively.</li> </ol>
<b>Closure</b>	<p>Spend 5 minutes to wrap up and consolidate the learning</p> <ol style="list-style-type: none"> <li>Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve.</li> <li>Encourage students to ask questions for clarification. Mention that there will be an evaluation through a quiz to assess their understanding.</li> </ol> <ul style="list-style-type: none"> <li><b>Reference</b> <span style="float: right;"><b>URLs:</b></span>  <a href="https://www.researchgate.net/publication/320287292_Positioning_and_Differentiation_in_Services_Marketing">https://www.researchgate.net/publication/320287292_Positioning_and_Differentiation_in_Services_Marketing</a></li> <li><a href="https://www.slideshare.net/.../positioning-and-differentiation-in-services-marketing">https://www.slideshare.net/.../positioning-and-differentiation-in-services-marketing</a></li> </ul>



<b>Evaluation</b>	Conduct a reflection activity where students write a brief response on how they can apply their understanding of customer expectations to improve service quality in a specific industry or business. Evaluate their responses based on insights gained and practical application of concepts. Provide feedback to reinforce learning outcomes. (5 minutes)
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<b>Lesson Plan No. 14</b>	<b>Course Name: Service Marketing Topic: Customer Perceptions of Services</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To introduce the concept of customer perceptions in services marketing.</li> <li>To explore the factors influencing customer perceptions of services.</li> <li>To analyze strategies for managing and enhancing customer perceptions in service businesses.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Commence the lesson by discussing the significance of customer perceptions in shaping their overall service experience. Explain how customer perceptions are formed based on interactions, expectations, and quality of service delivery.</li> </ul> </li> <li><b>Development (30 minutes)</b> <ul style="list-style-type: none"> <li><b>Customer Perceptions Overview:</b> Define customer perceptions as the subjective assessments customers make about a service based on their experiences and expectations.</li> <li><b>Factors Influencing Perceptions:</b> Explore factors such as service quality, pricing, communication, word-of-mouth, and personal biases that influence how customers perceive a service.</li> <li><b>Managing Perceptions:</b> Discuss strategies for managing and enhancing customer perceptions, including consistent service delivery, effective communication, feedback mechanisms, and service recovery.</li> </ul> </li> <li><b>Activity (5 minutes) –</b> <ul style="list-style-type: none"> <li>Divide students into groups and provide them with case studies where customers have different perceptions of the same service. Ask them to analyze the factors influencing these perceptions and develop strategies to improve or align customer perceptions with desired service outcomes.</li> </ul> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize key points covered in the lesson, emphasizing the impact of customer perceptions on service quality and customer satisfaction. Encourage students to consider how they can proactively manage and shape customer perceptions to create positive service experiences.</li> </ol>
<b>Evaluation</b>	Conduct a role-playing activity where students simulate scenarios involving challenging customer perceptions. Evaluate their ability to identify factors influencing perceptions, propose effective strategies for managing them, and demonstrate communication skills in addressing customer concerns. Provide feedback to reinforce learning outcomes. (5



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	minutes)
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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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<b>Lesson Plan No. 15</b>	<b>Course Name: Service Marketing Topic: Listening to customer, Building Customer Relationship</b>	<b>Course No.: MBA- 412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ul style="list-style-type: none"> <li>a. To emphasize the importance of actively listening to customers in building strong relationships.</li> <li>b. To explore effective strategies for listening to customer feedback and understanding their needs.</li> <li>c. To analyze how building customer relationships through active listening can lead to customer loyalty and satisfaction.</li> </ul>
<b>Teaching Aids (if any)</b>	<ul style="list-style-type: none"> <li>a. PowerPoint presentation</li> <li>b. Whiteboard and markers</li> </ul>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>1. Introduction (5 minutes)</b> Begin by highlighting the significance of listening to customers as a fundamental aspect of building successful customer relationships. Explain how active listening can help businesses understand customer needs, preferences, and concerns, leading to improved service delivery and loyalty.</li> <li><b>2. Development (25 minutes)</b> <ul style="list-style-type: none"> <li>- <b>Listening to Customers:</b> Discuss the importance of active listening in customer interactions, including techniques such as paraphrasing, clarifying, and empathizing.</li> <li>- <b>Customer Feedback:</b> Explore different channels for collecting customer feedback, such as surveys, social media, and direct interactions, and how to effectively analyze and act upon this feedback.</li> <li>- <b>Building Relationships:</b> Explain how actively listening to customers can help businesses personalize their services, anticipate needs, resolve issues promptly, and ultimately build long-term relationships based on trust and satisfaction.</li> </ul> </li> <li><b>3. Activity (10 minutes):</b> <ul style="list-style-type: none"> <li>- Divide students into pairs and assign them roles as a customer and a service provider. Have them engage in a role-playing activity where the service provider practices active listening skills to address the customer's needs or concerns effectively.</li> </ul> </li> </ol>
<b>Closure</b>	<p>Spend 5 minutes to wrap up and consolidate the learnings</p> <ol style="list-style-type: none"> <li>1. Summarize key takeaways from the lesson, emphasizing the role of active listening in understanding customer needs and fostering strong relationships. Encourage students to apply effective listening skills in their future interactions with customers to enhance satisfaction and loyalty.</li> </ol>
<b>Evaluation</b>	Conduct a reflection exercise where students write about a personal



	<p>experience where active listening positively impacted a customer relationship. Evaluate their insights on the importance of listening in building customer connections and their ability to apply active listening techniques effectively. Provide feedback to reinforce the value of customer-centric communication strategies (5 minutes)</p>
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<b>Lesson Plan No. 16</b>	<b>Course Name: Services Marketing Topic: Building Customer Loyalty</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"><li>To understand the importance of customer loyalty in business success.</li><li>To explore strategies for building and maintaining customer loyalty.</li><li>To analyze the impact of customer loyalty on business growth and profitability.</li></ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"><li>PowerPoint presentation</li><li>Whiteboard and markers</li></ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"><li><b>Introduction (5 minutes)</b><ul style="list-style-type: none"><li>Begin by discussing the significance of customer loyalty as a key driver of business growth and sustainability. Explain how loyal customers contribute to revenue, referrals, and brand advocacy, highlighting the value they bring to a business</li></ul></li><li><b>Development (30 minutes)</b><ul style="list-style-type: none"><li><b>Understanding Customer Loyalty:</b> Define customer loyalty as the willingness of customers to continue buying from a business or brand repeatedly. Discuss the benefits of customer loyalty, such as increased lifetime value and reduced marketing costs.</li><li><b>Strategies for Building Loyalty:</b> Explore various strategies for building and maintaining customer loyalty, including personalized experiences, loyalty programs, excellent customer service, consistent quality, and effective communication.</li><li><b>Measuring and Enhancing Loyalty:</b> Explain how businesses can measure customer loyalty through metrics like Net Promoter Score (NPS) or customer retention rates. Discuss ways to enhance loyalty through feedback mechanisms, relationship-building initiatives, and continuous improvement.</li></ul></li><li><b>Exercise (5 minutes) –</b><ul style="list-style-type: none"><li>Divide students into groups and assign them a scenario where a business is struggling with low customer loyalty. Ask them to brainstorm strategies to improve customer loyalty based on the concepts discussed in the lesson.</li></ul></li></ol>
<b>Closure</b>	Spend 5 minutes to wrap up and consolidate the learnings: <ol style="list-style-type: none"><li>Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve.</li><li>Encourage students to ask questions for clarification.</li><li>Mention that there will be an evaluation through a quiz to assess their understanding.</li><li><b>Reference URLs:</b> <a href="https://www.helpscout.com/blog/customer-loyalty/">https://www.helpscout.com/blog/customer-loyalty/</a></li></ol>



	4. <a href="https://www.qualtrics.com/experience-management/customer/customer-loyalty">https://www.qualtrics.com/experience-management/customer/customer-loyalty</a>
<b>Evaluation</b>	Administer a short quiz with multiple-choice and short-answer questions related to the topic. (5 minutes)



<b>Lesson Plan No. 17</b>	<b>Course Name: Services Marketing Topic: Service Development and Design</b>	<b>Course No.: MBA- 412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: <ol style="list-style-type: none"> <li>To introduce the concept of service development and design in the context of services marketing.</li> <li>To explore the process of developing and designing services to meet customer needs and expectations.</li> <li>To analyze strategies for successful service development and design in service industries.</li> </ol>
<b>Teaching Aids (if any)</b>	<ol style="list-style-type: none"> <li>PowerPoint presentation</li> <li>Whiteboard and markers</li> </ol>
<b>Teaching Development</b>	<ol style="list-style-type: none"> <li><b>Introduction (5 minutes)</b> <ul style="list-style-type: none"> <li>Commence the lesson by discussing the importance of service development and design in creating valuable and differentiated service offerings. Explain how well-designed services can enhance customer experiences, drive satisfaction, and build competitive advantage.</li> </ul> </li> <li><b>Development (30 minutes)</b> <ul style="list-style-type: none"> <li><b>Service Development Process:</b> Outline the stages involved in service development, including idea generation, concept development, testing, and launch. Discuss the importance of market research, customer feedback, and innovation in the development process</li> <li><b>Service Design Principles:</b> Explore key principles of service design such as customer-centricity, simplicity, consistency, and customization. Discuss how design thinking can be applied to create memorable service experiences.</li> <li><b>Strategies for Successful Service Development:</b> Analyze strategies for successful service development, including co-creation with customers, prototyping, service blueprinting, and continuous improvement through feedback loops.</li> </ul> </li> <li><b>Exercise (5 minutes)</b> <p>Divide students into groups and assign them a service industry to develop a new service concept for. Ask them to go through the stages of service development and design discussed in the lesson to create a detailed plan for their new service offering.</p> </li> </ol>
<b>Closure</b>	<ol style="list-style-type: none"> <li>Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve (5 minutes).</li> <li>Encourage students to ask questions for clarification. Mention that there will be an evaluation through a quiz to assess           <ul style="list-style-type: none"> <li><b>Reference URLs:</b> <a href="https://www.interaction-design.org/literature/topics/service-design">https://www.interaction-design.org/literature/topics/service-design</a></li> </ul> </li> </ol>
<b>Evaluation</b>	Conduct a group presentation where students showcase their developed service concepts, highlighting the key stages of development and design they followed. Evaluate their presentations based on creativity, feasibility, alignment with customer needs, and adherence to service design principles.



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	Provide feedback to reinforce understanding of effective service development practices. (5 minutes)
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<b>Lesson Plan No. 18</b>	<b>Course Name: Service Marketing Topic: Customer Defined Service Standards</b>	<b>Course No.: MBA-412</b>
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<b>Objectives</b>	At the end of the lesson the student shall be able to: a. To introduce the concept of customer-defined service standards and their importance in service quality. b. To explore how customer expectations shape service standards and impact customer satisfaction. c. To analyze strategies for establishing and meeting customer defined service standards in service businesses.
<b>Teaching Aids (if any)</b>	a. PowerPoint presentation b. Whiteboard and markers
<b>Teaching Development</b>	<b>1. Introduction (5 minutes)</b> - Begin by discussing the significance of customer-defined service standards in delivering exceptional service experiences. Explain how understanding and meeting customer expectations play a crucial role in defining service quality and building customer loyalty. <b>2. Development (30 minutes)</b> - <b>Customer Expectations vs. Service Standards:</b> Differentiate between customer expectations and service standards, emphasizing how customer perceptions influence the establishment of service standards. - <b>Factors Influencing Customer-Defined Standards:</b> Explore factors such as past experiences, word-of-mouth, marketing communications, and personal preferences that shape customer-defined service standards. - <b>Establishing and Meeting Service Standards:</b> Discuss strategies for identifying, setting, and meeting customer-defined service standards, including regular feedback mechanisms, employee training, continuous improvement processes, and service recovery protocols. <b>3. Activity (5 minutes)</b> - Divide students into groups and provide them with scenarios where customers have specific expectations for service quality. Ask them to develop a set of customer-defined service standards based on these scenarios and propose strategies for meeting those standards effectively.
<b>Closure</b>	1. Summarize the key points of the lesson, emphasizing the objectives that students were expected to achieve (5 minutes). 2. Encourage students to ask questions for clarification. 3. Mention that there will be an evaluation through a quiz to assess their understanding.
<b>Evaluation</b>	Conduct a role-playing activity where students simulate scenarios involving challenging customer-defined service standards. Evaluate their



	ability to identify these standards, propose effective strategies for meeting them, and demonstrate communication skills in addressing customer needs. Provide feedback to reinforce understanding of effective customer-centric service practices. (5 minutes)
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