



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Bachelor of Business Administration
Semester: 6
Subject Name: Services Marketing
Subject Code: 1560107

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks	
L	T	P		C	Theory		Practical		
					ESE (E)	PA(M)	ESE (V)		PA (I)
3	0	0	3	70	30	0	50	150	

Course Outcomes:

Sr. No.	Course Outcomes
CO1	Understand the theory and concepts pertaining to Services marketing
CO2	Define the role of Services marketing and discuss its core concepts
CO3	Develop an understanding of pricing strategies and promotion methods for service to take managerial decisions.
CO4	Analyse the role and relevance of Quality in Services

Course Content:

Unit No.	Content	No. of Hours	Marks
1	Basics of Services Marketing: Basic concept of services Broad categories of services Distinctions between services and goods; Services Marketing Mix – 7 Ps	10	17
2	Services Marketing Mix: Service as a Product o Core and Supplementary Elements o Branding Service Firms o Products and Experiences o New Service Development Pricing Services o Pricing Strategies o Role of Non-Monetary Costs o Revenue Management, Yield Management	10	18
3	Delivering the Services o Service Distribution, Role of Customers in Service Delivery o Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies	10	17
4	Services Marketing Mix: Promoting Services o Strategic Service Communication o Promoting Tangibles and overcoming problems of intangibility o Crafting Effective Messages, Services Marketing Communication Mix Service Quality: Services Quality o Gaps Model; Measuring and Improving Service Quality. o Soft and hard measures of service quality	15	18
		45	70



Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						
			RM	UN	AP	AN	EL	CR	Total Marks
I	Module-1	10	4	7	6	0	0	0	17
II	Module-2	10	4	7	7	0	0	0	18
III	Module-3	10	4	7	0	6	0	0	17
IV	Module-4	10	4	7	7	0	0	0	18
	Total								70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for Progressive Assessment (PA) : (50 Marks)

Evaluation:

Students shall be evaluated on the following components:

Internal Evaluation	(Internal Assessment- 50 Marks)
• Project and Presentation	30
• Quiz/Puzzles/ Test/ Class Presence & Participation	20

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee	Services Marketing: People, Technology, Strategy	Pearson, 8e
2	Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit	Services Marketing: Integrating Customer Focus Across the Firm	McGraw Hill - 6 th
3	Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit	Services Marketing: Integrating Customer Focus Across the Firm	McGraw Hill 2018 / 7 th
4	K. Rama Mohan Rao	Services Marketing	Pearson 2011 / 2 nd
5	R. Srinivasan	Services Marketing: The Indian Context	PHI
6	Vasanti Venugopal, Raghu V. N.	Services Marketing	Himalaya



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List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Services Marketing
2. Services Marketing Quarterly
3. Services Marketing Journal (IUP)
4. Journal of Financial Services Marketing
5. Indian Journal of Marketing
6. <https://nptel.ac.in/courses/110105038/15>

