



Program	Master of Business Administration (MBA)	Semester - 3
Type of Course	Major	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Basics of Services Marketing <ul style="list-style-type: none"> Broad categories of services Distinctions between services and goods Services, Marketing Mix – 7 Ps, Customer Behaviour in Service Encounter: Pre-purchase Stage, Service-Encounter Stage, Post-Encounter Stage, Customer Expectations and Perceptions of Services – Zone of Tolerance Customer driven services marketing, Segmenting Service markets Principles of positioning services 	15	25
2	Services Marketing Mix <ul style="list-style-type: none"> Service as a Product Core and Supplementary Elements Branding Service Firms, Products and Experiences New Service Development Pricing Services- Pricing Strategies, Role of Non-Monetary Costs, Revenue Management, Yield Management Delivering the Services, Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising Electronic Channels, Self-Service Technologies 	15	25
3	Services Marketing Mix <ul style="list-style-type: none"> Promoting Services Strategic Service Communication-Promoting Tangibles and overcoming problems of intangibility Crafting Effective Messages Services Marketing Communication Mix Services Marketing Mix - Expanded: People in Services Role and importance of human resource in service delivery Effective HRM Practices Service Culture and Leadership Service Process, Designing & documenting service processes Service blueprinting, Service Process Redesign 	15	25
4	Services Marketing Mix - Expanded:	15	25



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<ul style="list-style-type: none"> Physical Evidence of Services- Purpose Service Environment- Dimensions and Consumer Response Theory Managing Capacity and Demand: Understanding Capacity Demand Patterns Strategies for Matching Capacity and Demands. Service Quality: Services Quality Gaps Model Measuring and Improving Service Quality. Soft and hard measures of service quality Complaint handling and Service Recovery Customer complaining behaviour Customer responses to effective service recovery Principles of effective service recovery 		
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy				
Level	Understanding	Analyze	Evaluate	Create
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	Understand the Concept of Services. To provide students with an appreciation of concepts, functions, and techniques of the craft of marketing services
CO2	Identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value.
CO3	Analyse the role and relevance of Quality & Service recovery in Services. To provide an in depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services
CO4	Build and improve on the ability to To promote a customer service oriented mindset

CO PO Mapping				
CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	2	3	1	1
PO - 2	1	2	3	2
PO - 3	0	1	1	3
PO - 4	2	2	3	1
PO - 5	0	0	0	3

Reference Books	
1.	Services Marketing: People, Technology, Strategy (TextBook) By Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee Pearson Education Latest