



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
19MB4E01	SERVICES MARKETING	IV	MBA	5	2024-25	09/01/2025

COURSE OUTCOMES

CO1	Memorize an overview of the services and discusses the important reasons for the growth of the service sector (K1)
CO2	Identify the customer needs and expectations which forms the basis for Customer relationship marketing(K2)
CO3	Illustrate the process of Service Market Segmentation.(K3)
CO4	Analyze the important decisions in pricing of services and establishing monetary pricing objectives.(K4)
CO5	Appraise the role of marketing communication and the implications of communication strategies. (K5)

UNIT	Out Comes / Bloom' s Level	Topic s No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
------	----------------------------	-------------	-----------------	-----------------------	--------------	-----------------


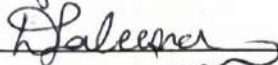


Unit-1. Introduction to Services Marketing

I	CO1; Appraise the role of marketing communication and the implications of communication strategies. (K5)	1.1	Services in the Modern Economy	T1, R1	1	Chalk & Talk,PPT ,Active Learning & Tutorial
		1.2	Classification of Services	T1, R1	1	
		1.3	Characteristics of Services	T1,R1	1	
		1.4	Marketing Services vs Physical	T1,R1	1	
		1.5	Services as a System	T1,R1	1	
		1.6	Creating value in a competitive market	T1, R1	1	
		1.7	Positioning services	T1,R1	1	
		1.8	Value addition to the service	T1,R1	1	
		1.9	Product Planning Branding	T1,R1	1	

		1.10	New Service Development – Process and Stages	T1,R1	1	
Total					10	
Unit-2. Pricing Strategies for Services						
II	CO2: Identify the customer needs and expectations which forms the basis for Customer relationship marketing(K2)	2.1	Introduction to Relationship Marketing	T1, R2	1	PPT, Active Learning & Tutorial
		2.2	The nature of service consumption	T1, R1	1	
		2.3	Understanding Customer Needs	T1,R1	1	
		2.4	Strategic responses to the intangibility of service	T1, R1	1	
		2.5	Customer Expectations	T1,R1	1	
		2.6	Service performances	T1, R2	1	
		2.6	Service performances	T1, R2	1	
		2.7	Case studies	T1, R1	2	
Content beyond Syllabus		E -Services			1	
Total					10	
MID I EXAMINATION DURING SEVENTH WEEK						
Unit-3.Implementing Services Marketing						
III	CO3:Illustrate the process of Service Market Segmentation.(K3)	3.1	Services Market Segmentation	T1,R2	1	PPT, Active Learning & Tutorial
		3.2	Objective and Importance' s	T1, R2	1	
		3.2	Objective and Importance' s	T1, R2	1	
		3.3	The Process of Market Segmentation	T1, R2	1	
		3.4	Advantages and disadvantages	T1, R2	1	
		3.5	Selecting the Customer Port Folio	T1, R2	1	
		3.6	Customer Port Folio Process	T1, R2	1	
		3.7	Creating and maintaining valued relations	T1, R2	1	
		3.8	Customer Loyalty	T1, R2	1	
Content beyond Syllabus		E Services			2	
Total					11	

Unit-4. Managing Service Delivery Process						
IV	CO4: Analyse the important decisions in pricing of services and establishing monetary pricing objectives.(K4)	4.1	Services Pricing	T1, R2	1	PPT, Active Learning & Tutorial
		4.2	Need & Scope	T1, R2	1	
		4.3	Strategies of Services Pricing	T1, R2	1	
		4.4	Establishing Pricing Objectives	T1, R2	1	
		4.4	Establishing Pricing Objectives	T1, R2	1	
		4.5	Pricing and Demand	T1, R2	1	
		4.6	Merits & demerits	T1, R2	1	
		4.7	Service Pricing Strategies	T1, R2	1	
Content beyond Syllabus		Marketing SAP			2	
Total					10	
Unit 5. Marketing of Services in Sectors						
V	CO5: Appraise the role of marketing communication and the implications of communication strategies. (K5)	5.1	Service Promotion & Delivery	T1, T2	1	PPT, Active Learning & Tutorial
		5.1	Service Promotion & Delivery	T1, T2	1	
		5.2	Role of Marketing Communication	T2,R3	1	
		5.3	Implication for Communication Strategies	T2,R3	1	
		5.4	Setting Communication Objectives	T1,T2	1	
		5.5	Marketing Communication Mix	T2,R3	1	
		5.6	Planning and managing service delivery	T2,R3	1	
		5.7.	Creating delivery systems in Price, Cyberspace and time	T2,R3	1	
Content beyond Syllabus		Marketing SAP			2	
Total					10	
CUMULATIVE PROPOSED PERIODS					51	
Text Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
1	Nargundkar Rajendra:Services Marketing, TMH,New Delhi 2011.					
2	Govind Apt: Services Marketing, Oxford Univeristy Press,New Delhi 2010					
Reference Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
1	Christian Gronross:Service Management and Marketing, Wiley India New Delhi 2010					

2	Ram Mohan Rao.K:” Services Marketing ;;Pearson Education, New Delhi 2013
Web Details	
1	https://www.managementstudyguide.com/definition-and-characteristics-of-services.htm
2	https://www.decisionanalyst.com/analytics/marketsegmentation/

		Name	Signature with Date
i.	Faculty	Ms. P.S.J Shilpa	
ii.	Course Coordinator	Mrs. D.Haleena	
iii.	Module Coordinator	Dr. OVAM SRIDEVI	
iv.	Programme Coordinator	Dr. G GRACE	


Principal