

SES's L.S.RAHEJA COLLEGE OF ARTS AND COMMERCE

(AUTONOMOUS)



Syllabus of Introduction to Services Marketing under NEP 2020 Vertical - SEC with effect from 2024-25

Department of Commerce & Management

Head of the Department/Sr. Person: Prof. Dr. Anupama Nerurkar

Date of approval by the Board of Studies (Commerce & Management): 25/04/2024

Approved by the Academic Council on: 29/04/2024

Ratified by the Governing Body on: 06/05/2024



Programme: BACHELOR OF COMMERCE (BANKING AND INSURANCE)		Semester : I			
Course : INTRODUCTION TO SERVICES MARKETING Academic Year: 2024-2025 Batch: 2024-2027		Code: UGBBIISEC124			
Teaching Scheme	Evaluation Scheme				
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks

Learning Objectives :	<ul style="list-style-type: none"> ● To understand the fundamental framework and concepts related to service marketing ● To examine the Service Marketing Mix and Its Application
Learning Outcomes :	<ul style="list-style-type: none"> ● Understand the various marketing mix elements specific to services and its related concepts ● Examine the Role of Services in the Modern Economy and the Marketing Environment ● Understand and Apply Service Marketing Mix Strategies ● Evaluate Service Quality Models and Apply Quality Improvement Strategies
Pedagogy:	Interactive discussions, Case studies, Trend watching, Group assignments

Each lecture session would be of one hour duration (30 sessions).

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration/ Lectures
I	<ul style="list-style-type: none"> • Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services • Role of Services in Modern Economy, Services Marketing Environment • Goods VS Services Marketing, Goods Services Continuum • Consumer Behaviour, Positioning a Service in the Market Place • Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty • Type of Contact: High Contact Services and Low Contact Services 	<p>Interactive discussion</p> <p>Group assignments</p>	15
II	<ul style="list-style-type: none"> • The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping Flowcharting • Service Quality – GAP Model, • The SERVQUAL Model • Recent Trends in Marketing Of Services in Banking and Insurance 	<p>Case studies</p> <p>Trend Watching</p>	15

REFERENCE BOOKS

- 1 Valarie A. Zeuhaml & Mary Jo Bitner, Service Marketing, Tata McgrawHill.
- 2 K. Ram Mohan Rao, Services Marketing, Pearson Education, 2nd Edition.
- 3 Ramneek Kapoor, Justin Paul & Biplab Halder, Services Marketing-Concepts And Practices, McgrawHill.

QUESTION PAPER PATTERN

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Presentation/Viva Voce	10
Assignment/Project	10
Total	20

Term End Examinations (TEE)

Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hour

All questions are compulsory.

Question No.	Description	Total Marks
1	A Full Length Theory Question OR B Full Length Theory Question	12
2	A Full Length Theory Question OR B Full Length Theory Question	12
3	Short Notes (Any 2 out of 3)	6

The practical problem / Full length theory questions of 12 marks each may be split up into two smaller problems carrying 6 marks each.