

Name of Faculty	Vikas Nain		
Discipline	Department of Management Studies		
Semester	Fourth Semester (IV)		
Subject	Service Marketing (MM-403)		
Lectures Required	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)
2	Introduction, Meaning, Scope & Service Marketing	N/A	N/A
	Emergence of Service Economy		
	History & Current state of Service Industry		
	Reasons of Growth in Service Industry		
3	Video Class	1st	Goods VS Services Video
	Difference Between Goods & Services Marketing		
	Challenges among Marketer in Service Industry		
	4 I's of Service Industry		
3	Marketing Implications of various strategies in services	N/A	N/A
	Marketing Framework for Service Businesses (7P's)		
	Product Mix, Price Mix, Place Mix, Promotion Mix		
	People Mix, Process Mix & Physical Evidence Mix		
2	Case Study	2nd	Airtel Magic
	Factors to be considered before segmenting	N/A	N/A
	Targeting : Meaning & Different types of targeting		

	Positioning & Various approaches towards positioning		
2	Service Consumer Behaviour-Meaning, Importance		
	Factors Influencing Buyer's Behaviour		
	Purchase Model of Services		
	Post Purchase Behavior		
2	Service Classification		
	Service Layers		
	Service Product Development		
	Process of New Service Development		
2	Video Class	3rd	Hotel Industry Video
	Service Management Trinity		
	Internal, External & Interactive Marketing		
	Service Vision & Service Strategy		
3	Revisiting Service Marketing Mix Customers Relations in Service Marketing		
	Quality Issues & Quality Models	N/A	N/A
	Managing Productivity & Differentiations in Service Organizations		
	Differentiation Strategies in Service Organizations		
3	Demand Supply Management & Productivity		
	Case Discussion & Assignment on it	4th	Discovery Channel India
	Service Marketing Environment		
	Scanning techniques of Environment	N/A	N/A
3	Promotional Tools in Services		

	Role of Advertising in Services		
	Branding in Services		
	Packaging of Services		
2	Relationship Marketing (Meaning & Implication)		
	Factors Affecting Relationship Marketing		
	Process of Relationship Marketing		
	Importance of Relationship Marketing in Services		
2	Employee Empowerment : Meaning		
	Methods of Employee Empowerment		
	Customer Involvement in Services		
	Case Study	5th	BWW
3	Fundamentals of Customer Satisfaction		
	Understanding Customer Services		
	Monitoring & Measuring Customer Expectations	N/A	N/A
	Last Year Question Papers Discussion		