



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 6th Semester
Branch: Sales & Marketing Management
Subject Name: Service Marketing
Subject Code: 1162204

Teaching and Examination Scheme:

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

L- Lectures; T- Tutorial/Teacher Guided Student Activity; P- Practical; C- Credit; ESE- End Semester Examination; PA-Progressive Assessment

Contents:

Sr. No.	Content	Teaching Hrs.	Module % Weightage
1	Introduction – Basic concepts of Service , Characteristics of service, Categories of services, difference between Goods and Services , Service Marketing Mix -7P's, importance of service sector in Indian Economy	10	25 %
2	Customer Behavior in service encounter: Pre purchase stage, Service encounter stage, post encounter stage, zone of tolerance, customer driven services marketing. Flower of Service, GAP model	11	25 %
3	Service Marketing Mix: Service as a product: Core and supplementary services, New service development, Branding service firms. Pricing Services: Pricing strategies, role of non-monetary costs.	11	25 %
4	Delivering the Services: Service distribution, role of customers in service delivery, Delivery through intermediaries, franchising, electronic channels, and Self-service technologies. Promoting Services: promoting tangibles and overcoming problems of intangibility, Service Marketing communication mix.	10	25 %
	Total	42	100%

Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication /Edition
1	Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee	Service Marketing : people, Technology , strategy	Pearson	2017/8th
2	K Rama Mohan Rao	Service Marketing	Pearson	2011/2nd



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3	Priyanka .B .Joshi	Service Marketing	Everest	2015/1 st
4	R Srinivasan	Service Marketing : The Indian Context	PHI	2014/4 th
5	Vasanti Venugopal , John E.G. Bateson	Service Marketing : Concepts, Strategies and cases	Cengage	2017/5 th

Suggested Specification table with Marks (Theory) :(For B.Voc only)

Distribution of Theory Marks					
R Level	U Level	A Level	N Level	E Level	C Level
15	15	20	0	0	0

Legends: R: Remembrance; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create and above Levels (Revised Bloom's Taxonomy)

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Learner will be able to integrate 7 P's of service marketing mix to develop a strategy for any service organization	25%
CO-2	Student will be able to critically discuss unique characteristics of services and role of customer within the service system	25%
CO-3	Learner will be able to discuss overall scenario of service sector in Indian economy and global trends	25%
CO-4	Student will be able to conduct investigation of service marketing function of service organization and recommended solution	25%