



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Bachelor of Vocation (B.Voc.), 6th Semester
Branch: Sales & Marketing Management
Subject Name: Service Marketing
Subject Code: 1162207

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)	
0	0	15	15	0	0	100	100	200

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA-Progressive Assessment

Content:

Sr. No.	Cont ent	Hrs.
1	Basics of Services Marketing Mix: <ul style="list-style-type: none"> • Concept of services • Categories of services • Distinctions Between Services And Goods; • Introduction of Services Marketing Mix – 7 Ps 	50
2	Service/Product & Pricing: Product - <ul style="list-style-type: none"> • Service Quality • Service Branding • Customer Service Pricing - <ul style="list-style-type: none"> • Pricing Methods • Credit Terms 	50
3	Service Place & Promotion: Place - <ul style="list-style-type: none"> • Types of Channels • Sales Support • Online / Offline Service Promotion - <ul style="list-style-type: none"> • Introduction of Sales Promotion • Advertising Medias for Promotion • Publicity & Public Relation 	50
4	People, Process & Physical Evidence: People - <ul style="list-style-type: none"> • Recruitment • Training & Development • Dealing with Customer Process – <ul style="list-style-type: none"> • Customer Focus • IT Support • R & D Physical Evidence – <ul style="list-style-type: none"> • Customer Experience • Packaging • Facilities, Signage, Symbols Etc. 	50
	Total	200

Content:



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Course Outcomes:

After learning the course the students should be able to understand:

1. Students will be able to understand Basics of Service
2. Students will be able to understand the importance of service sector.
3. Students will be able to understand the 7p's of Service sector
4. Students will analyses the marketing mix of service sector.