

Restructured Syllabus (2024 Pattern as per NEP-2020)

Faculty: COMMERCE & MANAGEMENT (Commerce)

Class: S.Y. B.Com. Sem-III

Title of the Course: Service Marketing

Sem	Course Code	Type of Course	Credits	Lectures per Week in Clock Hour
III	SM205-T	Major Mandatory	2	2

Course Objectives:

1. To provide an introduction about Services Marketing
2. To offer Fundamental knowledge on Services Marketing
3. To build connections between commerce, business, and marketing principles.
4. To equip students with practical skills for applying marketing knowledge effectively in real-world scenarios.

Unit	Title and Contents	No. of Lectures
1	Introduction to Services Marketing: 1.1 Introduction, Meaning and Definition of Service Marketing 1.2 Examples Services Marketing 1.3 Nature of Service Marketing 1.4 Scope of Service Marketing 1.5 Important of Service Marketing 1.6 Challenges and Opportunities of Service Marketing 1.7 Customer Relationship Marketing 1.8 Understanding customer needs and expectations 1.9 Strategic responses to the intangibility of service performances	15
2	Pricing & Promotion Strategies for Services: 2.1 Service Pricing: 2.1.1 Establishing monetary pricing objectives 2.1.2 Foundations of pricing objectives 2.1.3 Pricing and demand 2.1.4 Putting service pricing strategies into practice 2.2 Service Promotion: 2.2.1 Role of marketing communication 2.2.2 Implication for communication strategies 2.2.3 Setting communication objectives 2.2.4 Marketing communication mix 2.2.5 Marketing plans for services	15

Course Outcome: After Completion of the course, student will be able to:

1. Understand the Services of the marketing and Pricing & Promotion strategies for services.
2. Apply practical knowledge by enhancing skills in key concepts such as customer relation marketing
3. Understand the Service promotion and role of marketing communication.
4. Acquire knowledge about recent trends and innovations in the marketing field.

Internship for Students if any: Not applicable	
List of Recommended Books and Study Materials	
1. Marketing Management, Philip Kotler, Pearson Publication 2. Principles of Marketing, Philip Kotler, Pearson Publication 3. Sales and Distribution Management, Tapan K Panda, Oxford Publication 4. Retail Management, Gibson Vedamani, Jayco Publication 5. Principles of Marketing, 19 th Edition - Pearson by Philip Kotler, Gary Armstrong, Sridhar Balasubramanian and Prafulla Agnihotri 6. Fundamentals of Marketing 2Ed 2021 by Paul Baines, Oxford 7. Fundamentals of Marketing Management by Mankeshya Saini, Dr. Soumya P, Dr. Daphne Fernandes, Dr. Sanjay Kumar Barik, Dr. S. Saravanah, Redshine Publication 8. Fundamentals of Marketing Management by Dr Kiran Kumar, Agrawal, Dr Shouvik Sanyal, Dr Lalit Goyal, Dr Poonam Kakkad, Book Rivers 9. Marketing Management, 16e Paperback, G. Shainesh Philip Kotler, Kevin Lane Keller, Alexander Cherney, Jagdish N. Sheth 10. Marketing Paperback – Import, by Paolo Antonetti, Paul Baines, Sara Rosengren, Oxford University Press	
Scheme of Examination	
Passing Marks: 40% of the Total Marks	
Internal Assessment (20 Marks): Refer Point No. 3(a)	
External Assessment (30 Marks)	
Question Paper Pattern for External Examination	
Instructions:	
1) <i>Question No. 1 is Compulsory.</i>	
2) <i>Attempt any Two Questions from Question No. 2 to 4.</i>	
Q. 1: Fill in the Blanks	= 06 Marks
Q. 2: Theory Question on Unit-1	= 12 Marks
Q. 3: Theory Question on Unit-2	= 12 Marks
Q. 4: Short Notes on all Units (Any 2 out of 3)	= 12 Marks
Total 50 Marks: Separate Passing for Internal Assessment (CIE) and External Exam (SEE)	