

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA				Branch/Spec.	Innovation, Entrepreneurship and Venture Development (Minor Specialization - Strategic Branding, Digital Marketing and Customer Analytics)			
Semester	IV				Version	2.0.0.0			
Effective from Academic Year		2026-27			Effective for the Batch admitted in		January 2026		
Course Code	IVA12SSC		Course Name		Sales Strategy and Customer Experience Management				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total	CE	SEE	Total	
	L	TU	P	TW					
Credit	4				4	Theory	60	40	100
Hours	4				60	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	To learn the special features of services and the challenges in marketing services.								
CO2	To understand the 7Ps of the service marketing mix.								
CO3	To learn the parameters of service quality, using various models								
CO4	To know the importance of personal selling in marketing, and managing the personal selling process.								
CO5	To learn sales force management, including selection, training, motivation and control.								
Theory Syllabus									
Unit	Content							Hrs.	
1	Introduction: Difference between product and services marketing; Characteristics of services; Classification of services; Paradigms in services marketing. Service marketing system: Understanding customer expectations and zone of tolerance; Segmentation and zone of tolerance; Targeting and positioning of service. Role of Services in Economy. The Service Marketing Mix (7Ps) – Product, Price, Place, Promotion, People, Process, and Physical Evidence in service contexts. Service-Dominant Logic (SDL) – The shift from goods-centered to value co-creation perspectives in marketing. Service Quality Models – Introduction to SERVQUAL and its dimensions of reliability, responsiveness, assurance, empathy, and tangibles. Customer Perceived Value and Relationship Marketing in Services – Building long-term relationships and enhancing perceived service value.							12	
2	Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning, New Service Development. Service pricing strategy; Services promotions; Services distributions. Physical evidence, Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing. Service Blueprinting and Process Mapping – Designing and visualizing the service delivery process for efficiency and customer satisfaction. Managing Service Encounters and Moments of Truth – Enhancing customer interactions across touchpoints. Integrated Service Communication Strategy – Coordinating internal and external messages for consistent brand experience. Technology-Enabled Service Innovation (AI, Chatbots, Self-Service Kiosks) – Leveraging digital tools to enhance service quality and personalization.							12	

3	Service Quality: Quality Issues and Quality Models (Gaps model, SERVQUAL); Demand-supply Management. Services failure, service recovery, Customer retention, Customer Relationship management, designing of service strategy. Measuring and Managing Customer Satisfaction – Tools and metrics such as CSAT, NPS, and Customer Effort Score (CES). Total Quality Management (TQM) and Continuous Improvement in Services – Applying quality frameworks to enhance service performance. Complaint Management and Feedback Systems – Designing structured processes for capturing and acting on customer feedback. Employee Empowerment and Service Recovery Paradox – The role of front-line employees in turning service failures into loyalty opportunities.	12
4	Personal Selling & Marketing Strategy: Sales Management. Personal Selling and Salesmanship, Setting Personal Selling Objectives and Formulating Personal Selling Strategies. Organizing the Sales Effort: The Effective Sales Executive. The Sales Organization, Sales Department Relationship. Distribution of management. Sales Forecasting and Territory Management – Methods for predicting sales potential and allocating territories effectively. Sales Force Recruitment, Selection, and Training – Building and developing a high-performing sales team. Sales Performance Evaluation and Motivation – Compensation structures, incentive plans, and performance metrics. Relationship Selling and Consultative Selling Approaches – Shifting from transactional selling to value-based customer relationship building.	12
5	Sales Force Management, Recruiting and Selecting Sales Personnel. Planning Executing and Evaluating Sales Training Programme. Motivating and Compensating Sales Personnel. Managing Expenses of Sales Personnel. Sales Meeting and Contests, Controlling Sales Personnel - Evaluating and Supervising. Controlling the Sales Efforts: The Sales Budgets. Quotas. Sales Territories. Sales Control and Cost Analysis. Leadership in Sales Organizations – Developing leadership competencies and team-building for sales effectiveness. Sales Analytics and Performance Dashboards – Using data-driven insights to track productivity, pipeline health, and conversion ratios. Ethics and Legal Issues in Sales Management – Understanding ethical selling practices and compliance requirements. Technology and CRM Integration in Sales Management – Leveraging digital tools and automation (e.g., Salesforce, HubSpot) for sales optimization.	12

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Practical, assignments and tutorials are based on above syllabus.

Text Books

1 | Baron S and Harris K- Services Marketing: Text and Cases (Palgrave, 2003)

Reference Books

1 | Lovelock- Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition).

2 | Zeithaml, V. A and Bitner, M. J. - Services Marketing (Tata McGraw-Hill).

3 | S. L. Gupta, Marketing of Services (Sultan Chand).

4 | Nimit& Monika Chowdhary- Text book of Marketing of Services: The Indian Experience, MacMillan India Limited

5 | Rama Mohana RaokServices Marketing (Pearson Education).

6 | Govind Apte- Services Marketing (Oxford Univ. Press).

7 | Andersen & Kotler- Strategic marketing for Non-Profit Organisations.

8 | Newton M. P. Payne, A.-The Essence of Services Marketing. New Delhi, PHI

ICT/MOOCs Reference

1 | Coursera: Sales Training for High Performing Teams – HubSpot Academy

2 | Udemy: Sales Management Masterclass: Sales Strategy & Customer Experience

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	2	–	2	–	2	2	2	2	3	3	–
CO2	3	3	2	–	2	–	2	2	2	2	3	3	–
CO3	3	3	2	–	–	2	2	2	2	2	3	3	2
CO4	3	3	3	2	3	–	3	2	3	3	3	3	–
CO5	3	3	3	2	2	2	3	2	3	3	3	3	2