

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	Bachelor of Business Administration				Branch/Spec.	Marketing Management			
Semester	V				Version	1.0.0.0			
Effective from Academic Year	2026-27				Effective for the Batch admitted in	July 2024			
Course Code	BMAR303	Course Name			Service Marketing				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	04	00	00	00	04	Theory	50	50	100
Hours	04	00	00	00	04	Practical	00	00	00
Pre-requisites									
Student have basic Knowledge about Marketing Management									
Objective									
To develop an understanding of service marketing and its strategies, service quality, customer expectations, CRM practices, and real-world application in service organizations.									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Understand the concept of service marketing, differences between goods and services, service consumption process, service expectations, and servuction system.								
CO2	Analyse the 3C's of service marketing (Customer, Competitor, Company) and apply STP strategies (Segmentation, Targeting, Positioning) in service marketing decisions.								
CO3	Explain and apply the 7P's of service marketing for developing effective service products, pricing, promotion, distribution, process design, and physical evidence.								
CO4	Evaluate service quality and customer relationship management (CRM) practices using models like SERVQUAL and E-SERVQUAL, and understand service recovery, complaint handling, and customer loyalty building.								
Theory Syllabus									
Unit	Content								Hrs.
1	INTRODUCTION OF SERVICE MARKETING Introduction to service and understanding service market, dimensions of service quality, difference between goods and services, four categories of service, three stage model of service consumptions, servacution system, service expectation, factors influence customer expectations of services, issues involving customer services expectation.								15.
2	3C'S OF SERVICE MARKETING Understanding 3c'of service marketing (customer, competitor, and company). Development of customer driven service marketing strategy, STP IN SERVICE MARKETING Customer segmentation on the basis of need, segmentation on the basis of customer profile, targeting and positioning in service marketing,								15.
3	7P'S OF SERVICE MARKETING Understanding of 7 p's of service marketing, developing service product and bands, service pricing, service place, promoting service and educating consumers, designing service processes, physical evidence in service market.								15.
4	SERVICE QUALITY Service Quality, Service Outcome, Interaction, And Physical Environment, Finding GAP In Services, SERVQUAL, E-SERVQUAL. Aligning Service Design and Service Standards, CRM IN SERVICE MARKETING Introduction Of CRM, Delivering Service Performance, Measuring Service Performance, Managing Service Promises, Customer Relationship and Building Loyalty, Complaint Handling And Service Recover,								15.
Exam: Theory 100%, Numerical 0%									
Practical Content									
Practical, assignments and tutorials are based on above syllabus.									
Text Books									
1	Service Marketing Integrated Customer Focus Across the Firm 8 th edition by Valaria A. Zeithmal, Mary Jo Bitner, Dwyne D. Gremler. McGraw Hill Publication.								
Reference Books									
1	Essentials of service marketing by Jochen Wirtz, Christopher H. Lovelock Publisher Pearson edition								

	2019													
2	Service marketing: People, Technology, Strategy 8th edition by Jchen Wirtz Christopher Lovelock publisher World Scientific													
3	Service Marketing : Concepts, Strategies & Cases 5th edition by K douglas Hoffman , John E. G. Bateson Cengage													
ICT/MOOCs Reference														
1	MOOC Course – Service marketing – The next level (Open Learning) UNSW Australia													
2	https://www.classcentral.com/course/swyam-services-marketing-a-practical-approach-7961 https://alterainstitute.com/blog/service-marketing/													
Mapping of CO with PO and PSO:														
Course Outcome (CO) No.	PO-CO Mapping								PSO-CO Mapping					
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	1	1	1	1	1	2	1	2	2	1	1	1	1
CO2	2	2	2	3	1	1	3	2	3	2	2	1	1	1
CO3	2	2	1	3	1	2	3	2	2	3	3	2	1	2
CO4	2	2	2	3	3	1	3	2	2	3	3	3	2	1