

**PANIPAT INSTITUTE OF ENGINEERING AND TECHNOLOGY
PANIPAT**

Department of Management Studies

Semester: 4th

Course Title: Service Marketing

Course No .MM- 403

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
1	L-1	Introduction, Meaning, Scope & Service Marketing	CO1
2	L-2	Emergence of Service Economy	CO1
3	L-3	History & Current state of Service Industry	CO1
4	L-4	Reasons of Growth in Service Industry	CO1
5	L-5	Video Class	CO1
6	L-6	Difference Between Goods & Services Marketing	CO1
7	L-7	Challenges among Marketer in Service Industry	CO1
8	L-8	4 I's of Service Industry	CO1
9	L-9	Marketing Implications of various strategies in services	
10	L-10	Marketing Framework for Service Businesses (7P's)	CO1
11	L-11	Product Mix, Price Mix, Place Mix, Promotion Mix	CO1
12	L-12	People Mix, Process Mix & Physical Evidence Mix	CO1
13	L-13	Case Study	CO1
14	L-14	Factors to be considered before segmenting	CO1
15	L-15	Targeting : Meaning & Different types of targeting	CO1

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
16	L-16	Positioning & Various approaches towards positioning	CO1
17	L-17	Service Consumer Behaviour-Meaning, Importance	CO2
18	L-18	Factors Influencing Buyer's Behaviour	CO2
19	L-19	Purchase Model of Services. Post Purchase Behavior	CO2
20	L-20	Service Classification, Service Layers	CO3
21	L-21	Service Product Development , Process of New Service Development	CO3
22	L-22	Service Management Trinity	CO3
23	L-23	Internal, External & Interactive Marketing	CO3
24	L-24	Service Vision & Service Strategy	CO3
25	L-25	Revisiting Service Marketing Mix Customers Relations in Service Marketing	CO3
26	L-26	Quality Issues & Quality Models	CO4
27	L-27	Managing Productivity & Differentiations in Service Organizations	CO4
28	L-28	Differentiation Strategies in Service Organizations	CO4
29	L-29	Demand Supply Management & Productivity	CO4
30	L-30	Service Marketing Environment, Scanning techniques of Environment	CO4
31	L-31	Branding in Services, Packaging of Services	CO5
32	L-32	Relationship Marketing (Meaning & Implication), Factors Affecting Relationship Marketing	CO5
33	L-33	Employee Empowerment	CO5
34	L-34	Customer Involvement in Services	CO5

Sr. No.	Lecture No.	Topics to be covered	Target Outcome
35	L-35	Fundamentals of Customer Satisfaction	CO5