

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**SYLLABUS**

**M.COM-(annual) (External)**  
**Service marketing--2**

**With effect from ---2020-2021**

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- 1. THE FUNDAMENTAL CONCEPTS IN SERVICE MARKETING (10%)**
- Definition of services and goods
  - Components of services
  - Customer expectations
  - Flow charting
  - Blue printing
  - Service delivery as a system and as a process
  - Service facility design and layout
  - Service package
  - Building service aspirations
  - Tracking customer behaviour
- 2. SERVICE PRICING STRATEGY: 10%**
- The concept of service pricing
  - Major features of service pricing
  - factors influencing pricing decisions
  - service pricing and the corporate objectives
  - Pricing strategy for services.
  - Service pricing and the life cycle
  - Service pricing and profitability.
- 3. MANAGING QUALITY ASPECTS OF SERVICE MARKETING 20%**
- Meaning of service Quality
  - Definition of quality
  - Why is service marketing different
  - Determinants of service quality
  - SERVQL Model
  - SERVICUAL scale
  - GAPS model of service quality
  - Bridging the service quality GAPS
  - Reasons for GAPS in service
  - Managing to close the service quality GAPS.
  - Managing the design for services quality
  - The model of standardization and customization
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- 4. SERVICE DEVELOPMENT AND DESIGN: 10%**
- Challenges of service design
  - New service development
  - Types of new services

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- Services redesign
  - Stages in new service development
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**5. STRATEGIC SERVICE MARKETING (10%)**

- Building SCA focus strategies
  - Identifying and selecting service target segments
  - Positioning the service
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- Creating and maintaining value relationship
- Niche and market cell
- Market leadership strategies

**6. SERVICE INTERMEDIARIES: (10%)**

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- Meaning of service intermediaries
- Types of service intermediaries
- Common issues involving intermediaries
- Advantages and disadvantages of different service delivery through Intermediaries.

**7. DESIGNING SUITABLE PRODUCT AND PRICE MIX (15)**

- Service marketing mix
- Product decision-complete service package
- Product line and brands
- Technological revolutions
- Pricing strategies and techniques
- Winning strategies through pricing
- Services New product development
- Challenges to new service product introduction in the Market place.

**8. INTRODUCTION TO MARKETING OF VARIOUS KEY EMERGING SERVICES (15%)**

- Bank Marketing :Concept, justification and users,
- insurance marketing:concept,user and behavioural profile of users,
- Tourism Marketing concept, user and behavioural profile of users.
- **References:**

- 1) Service marketing by Dr. Shajahan(H.P)
  - 2) Service Marketing, by Valarie "A"ZEITHAML AND MARY JO BITNER of Tata Mc Graw-Hill Publishing Company Ltd.
  - 3) Service Marketing by S.M.Jha.
  4. Service marketing concepts and practices by Ramneek Kapoor, Justin Paul and Biplab Halder. Tata Mc Graw-Hill Publishing Company Ltd.
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