



B. J. VANIJYA MAHAVIDYALAYA
(Autonomous)
(Grant-in-Aid)
(Affiliated to Sardar Patel University)
Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India
Accredited with CGPA of 2.78 on four point scale at B++ Grade by NAAC
Syllabus with effective from December-2024

Master of Commerce (M.Com.)
Semester - II

Course Code PB02ECOM52	Title of the Paper Service Marketing	Total Credit 04
Course Objectives	<ol style="list-style-type: none"> 1. To understand the fundamental concepts in service marketing, including the meaning and components of services, their characteristics, classifications, and methods for tracking customer behavior. 2. To grasp the fundamental concepts of service marketing, covering the meaning, components, characteristics, classifications of services, and techniques for tracking customer behavior. 3. To design an effective service promotion and distribution mix by analyzing service promotion strategies, distribution methods, selection factors, corporate image management, and brand-building techniques. 4. To examine the marketing of hospitality, travel, and tourism products, focusing on managing demand and supply, tourism promotion, integrated tourism development strategies, and emerging service delivery strategies in the hospitality industry. 	

Course Description		
Unit	Description	Weightage
1.	Fundamental Concept in Service Marketing <ul style="list-style-type: none"> • Meaning – Goods and services • Components of services • Characteristics of services • Classification of services • Other fundamental concepts in Service Marketing Tracking Customer behavior 	25%
2.	Designing suitable Product and Price Mix <ul style="list-style-type: none"> • Service Marketing Mix • Product Decisions in Service Marketing • New service Development • Pricing the service Products • Pricing Techniques 	25%
3.	Designing service Promotion and Distribution Mix <ul style="list-style-type: none"> • Service Promotion • Distribution Method for services • Factors Considered for Selection • Corporate Image Management • Building service Brand 	25%



4.	Marketing of Hospitality, Travel and Tourism Products <ul style="list-style-type: none"> • Hospitality Products • Managing Demand and Supply • Tourism Promotion • Evolving an Integrated Tourism Development strategy • Emerging Strategies for Hospitality Industry Service Delivery 	25%
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Teaching-Learning Methodology	Lecture, Group Discussion, Doubt Solving, Power Point Presentation, Case Study, Real Life Company Examples, & Seminar
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	20%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	10%
3.	External Examination	70%

Students will have to score minimum of 40% to pass the course.

Course Outcomes: Having Completed this course, the students will be able to:	
1.	Know the services vision and mission.
2.	Study services positioning and differentiation.
3.	Familiarize service marketing mix.
4.	Analyze the customer focused services

Suggested References:	
Sr. No.	References
1.	S. Shajahan (2008),Service Marketing-Concept, Practices and Cases from Indian Environment, Himalaya Publishing House, Mumbai.
2.	Lovelock, Christopher H. (2010), Managing Services: Marketing Operations and Human Resources; Englewood Cliffs. New Jersey, PHI.
3.	Kotler Philip. (2013),Marketing Management, Prentice Hall of India Pvt. Ltd., New Delhi.
4.	On-Line Resources available that can be used as Reference Material
5.	UGC-MOOCs Courses: Principles of Marketing, Marketing Management