

Department of Management Golaghat Commerce College, Golaghat, Assam						
Subject: Service Marketing Course No.: DSE 601 (GROUP-III) Academic Year: 2022 Semester: 6 <sup>th</sup> Sem			Marks: 100 ( <i>Internal Assessment 20 + Term End 80</i> ) Lecture: 45    Tutorial: 4			
Name of the Teachers: Dr. Chinzakhum Vaiphei, Shankar Jyoti Doley						
Month	Unit	Name of the Topic	Days	No. of Classes	Remarks	
March	Unit: I	Nature & Types of services	28, 29	2	Executed	
		Difference between Services and goods marketing	30	1	Executed	
		Service Marketing Triangle	31	1	Executed	
April	Unit: I	Service Marketing - Origin & Growth	1, 2	2	Executed	
		Classification of Services	4	1	Executed	
		Macro & Micro Environments for Service Marketing	5	1	Executed	
		<b>Internal Assessment: <i>Presentation</i></b>	6, 7	2	Executed	
		<b>Tutorial</b>	8	1	Executed	
		Unit: II	Understanding Service Customers	9	1	Executed
			Customer Behaviour	11	1	Executed
	Customer Expectation & Perception, Service		12, 18, 19	3	Executed	
	Unit: III	Marketing Segmentation, Targeting & Positioning.	20, 22, 23	3	Executed	
		<b>Internal Assessment :<i>Experimental field Survey</i></b>	26	1	Executed	
<b>Internal Assessment: <i>Presentation</i></b>		27	1	Executed		
		Need for -Expanded marketing mix	28	1		
		Planning of Service Offer, Pricing, Promotion and Distribution of Services.	29, 30	2		
May		<b>1<sup>st</sup> Sessional Examination</b>	2 to 7	6		

		Management of people, Process and Physical Evidence Quality Issues & Quality Models	9, 10	2	
		Advertising, Branding	11, 12	2	
		Packaging of Services	13	1	
		<b>Internal Assessment: <i>Presentation</i></b>	14, 15	2	
		Tutorial	17	1	
	<b>Unit: IV</b>	Service Marketing Applications	18, 19	2	
		Marketing of Financial, Hospital, hospitality	20 to 26	4	
		Tourism & Educational services	27, 28	4	
		Tutorial	30	1	
		Revision	31	1	
		2 <sup>nd</sup> Sessional Examination	1 to 6	5	