

## Detailed Syllabus for Four Year Under Graduate Programme (FYUGP) In Commerce (Marketing Major)

### SEMESTER IV

**Title of the Course: Service Marketing**

**Course Code: COMC-8**

**Nature of the Course: Major (DSC)**

**Course Credit: 04 Credits**

**Distribution of Marks: 60 (End Sem) +40 (In-Sem)**

**Course Objectives:** The objective of this course is to make the students to identify the importance of service marketing in the economy, to familiarize with the special characteristics of services relevant for marketing, to analyze the customer satisfaction and complaint management in services, to understand the way consumers perceived service quality

Unit	Content	L	T
<b>Unit-1</b> <b>Fundamentals</b> <b>of Service</b> <b>Marketing</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Nature &amp; Characteristics of Services.</li> <li>• Extended marketing mix (3Ps); Classification of services.</li> <li>• Four I's of services- Intangibility, Inconsistency, Inseparability and Inventory.</li> <li>• The Service Sector in the Indian Economy. Growth of service sector in Indian Economy- contribution to GDP, Shares of Sub-sectors, Contribution to Employment. Reasons for the Growth of Services in India.</li> </ul>	<b>13</b>	<b>2</b>
<b>Unit -2</b> <b>Service</b> <b>Product &amp;</b> <b>Branding</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Service Product; Product Level Framework; Flower of Services;</li> <li>• Branding Services; Brand Equity in Services.</li> <li>• New Service Development Service Life Cycle, TQM in Service.</li> </ul>	<b>13</b>	<b>2</b>
<b>Unit-3</b> <b>Price,</b> <b>Distribution</b> <b>&amp; Promotion</b> <b>of Services</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Service Pricing: Role of pricing in service, Pricing methods for service, Factors influencing service pricing;</li> <li>• Distribution: Service Locations and Service Providers, Distribution flow of Services, Channels for Service Distribution</li> <li>• Services Promotions, Communication Strategy &amp; Implementation, Advertising Services</li> </ul>	<b>13</b>	<b>2</b>

<p><b>Unit-4 Service Quality Management</b> (15 Marks)</p>	<ul style="list-style-type: none"> <li>• Service Quality, Expected Quality and Experience Quality, Determinants of Service Quality. The Process for Service Quality Management, Service Quality Audit, The GAP model of Service Quality</li> <li>• SERVQUAL, Total Quality Service Marketing, Five Myths and Truths of Service Quality, Service Excellence, Research on Service Quality.</li> </ul>	13	2
		52	8

\*\*L=Lectures, T=Tutorials, P=Practical

**Course Outcome:**

**CO1:** Identify and comprehend the nature and characteristics of services and the extended marketing mix (3Ps). Explain the Four I's of services – Intangibility, Inconsistency, Inseparability, and Inventory.

**CO2:** Classify different types of services and analyze their significance in the Indian economy. Develop and manage service products and brands.

**CO3:** Evaluate the role of Total Quality Management (TQM) in enhancing service quality and customer satisfaction. Develop a branding strategy for a service, incorporating brand equity and the service life cycle. Apply pricing strategies for services: Explain the factors influencing service pricing.

**CO4:** Analyze the effectiveness of different pricing methods in various service contexts. Understand the way consumers perceive service quality. Identify the determinants of service quality. Understand the service quality audit

**Modes of In-Semester Assessment:**

**40 marks**

- Two Sessional Examination 2 x 10 = 20
- Other (any two) 2 x 10 = 20
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- K.Rama Mohana Rao, Service Marketing: Pearson, New Delhi
- Ravi Shanker, Services Marketing: The Indian Perspective, Excel Books, Newdelh

- Rajendra Nargundkar, Services Marketing: Text & Cases, Tata Mcgraw-Hill Publishing Company, New Delhi
- Christopher H. Lovelock, Services Marketing: People, Technology, Strategy, Pearson Education Asia.
- R. Srinivasan, Services Marketing, Prentice Hall Of India Private Limited, New Delhi.
- Zeithaml, Parasuraman & Berry, Delivering Quality Service, The Free Press, Macmillan. 2008

### SEMESTER IV

**Title of the Course: Product and Price Management**

**Course Code: MKTMIN4**

**Nature of the Course: Minor**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

**Course Objective:** The objective of this course is to make students understand the concepts and application of Product planning, product identification, new product development, pricing management.

Unit	Content	L	T
<b>Unit 1</b> <b>Product Planning</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Product: Concept and Levels of product</li> <li>• Product Planning: Concept and Significance</li> <li>• Product Mix: Concept and Factors affecting it</li> </ul>	12	2
<b>Unit 2</b> <b>Product Identification</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Branding: Concept, Importance, Branding Decisions, Kinds of Brand Name, Characteristics of good Brand Name</li> <li>• Packaging: Concept, Importance, functions, Essentials of good Packaging, Recent trends in Packaging</li> <li>• Labelling: Concept, functions, Kinds of labelling</li> </ul>	14	2
<b>Unit 3</b> <b>New Product Development</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Product Development: Concept, Importance, Stages,</li> <li>• Product-Life-Cycle</li> </ul>	12	2

	<ul style="list-style-type: none"> <li>Product Management: Reasons for failure of a new product, Product differentiation</li> </ul>		
<b>Unit 4</b> <b>Pricing Management</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>Price: Concept, Significance as an element of Marketing Mix, Factors affecting price of a product.</li> <li>Pricing Decisions: Pricing objectives, Pricing Methods, Pricing of New Product, Price discrimination, Problems in pricing, Pricing in the Indian context.</li> </ul>	14	2
		52	8

Where, *L = Lectures, T = Tutorials*

**Course Outcomes:**

By the end of this course,

**CO1:** Students will have knowledge about product, product mix and product planning.

**CO2:** Students will have knowledge about product identification concepts such as branding, packaging, labelling.

**CO3:** Students will have knowledge about the stages of new product development, product life cycle and related strategies.

**CO4:** Students will have knowledge about significance of price as an element of marketing mix, pricing strategies, price discrimination etc.

**Modes of In-Semester Assessment:**

**40 marks**

- Two Sessional Examination 2 x 10 = 20
- Other (any two) 2 x 10 = 20
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
- Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
- Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi