

Part B
Programme: Master of Commerce (Semester: I) NEP

Code of Subject	Title of Subject	Total Numbers of Periods
M.Com. NEP/14	Service Marketing	75

Course Outcome:

1. Students will understand seven phases of marketing of service in depth.
2. Student will understand strategic issues peculiar of service marketing.
3. Students will understand an importance of new and innovative concepts of CRM, especially E-CRM.
4. Demonstrate ideacreationandimplementationofCRMfordifferentservicesector.

Unit	Content	No. of Periods
I	SERVICES MARKETING 1.1 Nature and type of services. 1.2 Difference between service sand goods marketing. 1.3 Services marketing triangle. 1.4 Micro and macro environment for services marketing.	15
II	SERVICES MARKETING PROCESS. 2.1 Service market segmentation, Targeting and positioning. 2.2 Services marketing mix-Need, Pricing of services. 2.3 Promotion and Distribution of services. 2.4 Matching of demand for supply o f services.	15
III	SERVICEMARKETINGAPPLICATIONS. 3.1 Marketing off in ancial services. 3.2 Marketing of hospital. 3.3 Marketing of tourism. 3.4 Marketing of educational services.	15
IV	CUSTOMER RELATIONSHIP MANAGEMENT 4.1 Relationship Marketing-Meaning, nature and scope. 4.2 Types of relational exchanges. 4.3 Attributes and determinants of relational exchange. 4.4 Reasons for relationship marketing.	15
V	DEVELOPING AND MANAGING RELATIONSHIP 5.1 Customer Expectation and Perception 5.2 Relationship strategies. 5.3 Implementing customer relationship management. 5.4 CorporatesocialResponsibilityandCRM.	15

BOOKS RECOMMENDED

1. TheEssenceofServices Marketing,byPayneandAdrian.PrenticeHall.
2. ServicesMarketing,byZeithaml.McGrawHill,Inc,NewYork.
3. ServicesMarketingbyS.M.Jha. HimalayaPublishingHouse.
4. CustomerRelationshipManagement,byJagdishSeth et.al.TataMcGrawHillNewDelhi
5. CustomerRelationshipManagementEssentials,byJohnW.Gosney. PrenticeHall
6. ServicesMarketingandCustomerRelationshipManagement, byDr.L.K.Karangale&Dr.P.N.Ladhe; PayalPrakashranNagpure