



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

TEACHING PLAN

Course Code	Course Title	Semester	Branches	Contact Periods /Week	Academic Year	Date of commencement of Semester
24MB4E03	SERVICES MARKETING	IV	MBA	5	2025-26	08/01/2026
COURSE OUTCOMES						
CO1	Understands emerging Services environment and the Service Market Segmentation. (k2)					
CO2	Apply pricing strategies in the real market and also gets the role of marketing Communication. (K3)					
CO3	Analyze customer relationship marketing and the strategic responses to the Intangibility of service performances. (K4)					
CO4	Evaluate the process for designing and managing service processes. (K4)					
CO5	Create the advantages in hospitality services including travel, hotels and tourism.(K4)					
UNIT	Out Comes / Bloom's Level	Topic s No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
Unit-1. Introduction to Services Marketing						
I	CO1:Understands emerging Services environment and the Service Market Segmentation. (k2)	1.1	Understanding Services, Differences in Goods versus Services	T1, R1	1	Chalk & Talk,PPT ,Active Learning & Tutorial
		1.2	Classification of Services	T1, R1	1	
		1.3	Services in the Modern Economy	T1,R1	1	
		1.4	Emerging Service Environment	T1,R1	1	
		1.5	Process of market segmentation	T1,R1	1	
		1.6	customer loyalty Segmentation	T1, R1	1	
		1.7	Targeting and Positioning service	T1, R1	1	
		1.8	Value addition to the service	T1, R1	1	
		1.9	Product Planning Branding services	T1, R1	1	
		1.10	New Service Development Process and Stages	T1,R1	1	
Total					10	

Unit-2. Pricing Strategies for Services						
II	CO2:Apply pricing strategies in the real market and also gets the role of marketing Communication. (K3)	2.1	Service pricing	T1, R2	1	PPT, Active Learning & Tutorial
		2.2	establishing monetary pricing objectives	T1, R1	1	
		2.3	foundations of pricing objectives	T1, R1	1	
		2.4	pricing and demand	T1, R1	1	
		2.5	putting service pricing strategies into practice.	T1, R1	1	
		2.6	The role of marketing communication	T1, R2	1	
		2.7	Implication for communication strategies	T1, R2	1	
		2.8	Setting communication objectives	T1, R1	1	
		2.9	Marketing communication mix.	T1, R1	2	
				Total	10	
Unit-3.Implementing Services Marketing						
III	CO3:Analyze customer relationship marketing and the strategic responses to the intangibility of service performances. (K4)	3.1	Improving Service Quality and Productivity	T1,R2	1	PPT, Active Learning & Tutorial
		3.2	SERVQUAL,	T1, R2	2	
		3.2	Service Failures and Recovery Strategies	T1, R2	1	
		3.3	Customer Relationship Marketing	T1, R2	1	
		3.4	The nature of service consumption	T1, R2	2	
		3.5	Understanding customer needs and expectations	T1, R2	2	
		3.6	Strategic responses to the intangibility of service performances	T1, R2	2	
				Total	11	
Unit-4.Managing Service Delivery Process						
IV	CO4:Evaluate the process for designing and managing service processes. (K4)	4.1	Introduction to Service delivery and characteristics	T1, R2	1	PPT, Active Learning & Tutorial
		4.2	Managing Physical Evidence of Services	T1, R2	2	
		4.3	Designing and Managing Service Processes process	T1, R2	2	
		4.4	Managing People for Service Advantage	T1, R2	1	

		4.5	Managing service processes	T1, R2	2	
		4.6	case studies		2	
					Total	10
Unit 5. Marketing of Services in Sectors						
V	CO5: Create the advantages in hospitality services including travel, hotels and tourism. (K4)	5.1	Marketing financial services, types, importance & segmentation, strategies	T1, T2	2	PPT, Active Learning & Tutorial
		5.2	Marketing health services, types, importance & strategies	T1, T2	2	
		5.3	Marketing hospitality services, types, importance, segmentation & strategies	T2, R3	1	
		5.4	Marketing hotel services, types, importance, segmentation & strategies	T2, R3	1	
		5.5	Marketing tourism services, types, importance & strategies	T1, T2	1	
		5.6	Marketing professional services, types, importance, segmentation & strategies	T2, R3	1	
		5.7	Marketing public utility services, types, importance, segmentation & strategies	T2, R3	1	
		5.8	Marketing Educational services, types, importance, segmentation & strategies	T2, R3	1	
Case studies					4	
					Total	11
CUMULATIVE PROPOSED PERIODS					55	
Text Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
1	Valarie A. Zeithaml & Mary Jo Bitner- Services Marketing: Integrating Customer Focus Across The Firm, Third Edition, 2004; Tata McGraw-Hill Publishing Company Ltd, 2008.					
2	Christopher H. Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing: People, Technology, Strategy (A South Asian Perspective) Fifth Edition 2011; Pearson Education					
Reference Books:						
S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION					
1	Christian Gronross: Service Management and Marketing, Wiley India New Delhi 2010					
2	Ram Mohan Rao, K: Services Marketing, Pearson Education, New Delhi 2013					
Web Details						
1	https://www.managementstudyguide.com/definition-and-characteristics-of-services.htm					
2	https://www.decisionanalyst.com/analytics/marketsegmentation/					

		Name	Signature with Date
i.	Faculty	P. Suchitra	P. Suchitra 4/2/26
ii.	Course Coordinator	P. Suchitra	P. Suchitra 4/2/26
iii.	Module Coordinator	P.S. J. SHILPA	Shilpa P.
iv.	Programme Coordinator	Dr. G. GRACE	Dr. G. GRACE 12/3/2026.


 Principal