

Lesson Plan for Even Semester (Academic Year 2023-24)

Class: M.Com-II (4th Semester)

Subject: Service Marketing

January 2024	Services Marketing: Concept, characteristics, and classification; Buying process for services; Customer expectations of services; Customer perception of services; Marketing Mix in Services. Service Quality: Concept, dimensions and models. Relationship Marketing: Meaning and goals; Service market segmentation and targeting; Customer retention strategies.
February 2024	Service Development: Steps in service development; Service blueprinting; Approaches to service delivery; Customers feedback and service recovery; Physical environment of services. Communication and Promotion of Services: Main problems, objectives, Communication mix and strategies.
March 2024	Pricing of Services: Characteristics, approaches and pricing strategies; Distribution of Services: Channels, key intermediaries, strategies for effective service delivery. Managing Service Employees: Importance and roles of contact personnel;
April 2024	Managing service delivery employees, Managing Customers and strategies for enhancing customer participation; Customer protection and ethics in services and Revision

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