

Name of Faculty	MS. Arti Sagar			
Discipline	Management (MBA)			
Semester	Fourth Semester (IV)			
Subject	Service Marketing (MM-403)			
Lesson Plan Duration	15 Weeks (January 2018 to April 2018)			
Work Load per week	4 Lectures per week			
Week	Theory		Practical	
	Lecture Day	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)
1	1st	Introduction, Meaning, Scope & Service Marketing	N/A	N/A
	2nd	Emergence of Service Economy		
	3rd	History & Current state of Service Industry		
	4th	Reasons of Growth in Service Industry		
2	5th	Video Class	1st	Goods VS Services Video
	6th	Difference Between Goods & Services Marketing	N/A	N/A
	7th	Challenges among Marketer in Service Industry		
	8th	4 I's of Service Industry		
3	9th	Marketing Implications of various strategies in services		
	10th	Marketing Framework for Service Businesses (7P's)		
	11th	Product Mix, Price Mix, Place Mix, Promotion Mix		
	12th	People Mix, Process Mix & Physical Evidence Mix		

4	13th	Case Study	2nd	Case Study on Telecom Industry
	14th	Factors to be considered before segmenting	N/A	N/A
	15th	Targeting : Meaning & Different types of targeting		
	16th	Positioning & Various approaches towards positioning		
5	17th	Service Consumer Behaviour- Meaning, Importance		
5	18th	Factors Influencing Buyer's Behaviour	N/A	N/A
	19th	Purchase Model of Services		
	20th	Post Purchase Behavior		
	6	21st		
6	22nd			
	23rd			
	24th			
7	25th	Service Classification	N/A	N/A
	26th	Service Layers		
	27th	Service Product Development		
	28th	Process of New Service Development		
8	29th	Video Class	3rd	Hotel Industry Video
	30th	Service Management Trinity	N/A	N/A
	31st	Internal, External & Interactive Marketing		
	32nd	Service Vision & Service Strategy		
9	33rd	Revisiting Service Marketing Mix Customers Relations in Service Marketing	N/A	N/A
	34th	Quality Issues & Quality Models		
	35th	Managing Productivity & Differentiations in Service Organizations		

	36th	Differentiation Strategies in Service Organisations		
10	37th	Demand Supply Management & Productivity		
	38th	Case Discussion & Assignment on it	4th	Caselet on Banking Industry
	39th	Service Marketing Environment	N/A	N/A
	40th	Scanning techniques of Environment		
11	41st	Promotional Tools in Services		
	42nd	Role of Advertising in Services		
	43rd	Branding in Services		
	44th	Packaging of Services		
12	45th	Sessional-II		
	46th			
	47th			
	48th			
13	49th	Relationship Marketing (Meaning & Implication)		
	50th	Factors Affecting Relationship Marketing		
	51st	Process of Relationship Marketing		
	52nd	Importance of Relationship Marketing in Services		
14	53rd	Employee Empowerment : Meaning		
	54th	Methods of Employee Empowerment		
	55th	Customer Involvement in Services		
	56th	Video Class	5th	Relationship Marketing by WestJet Airways
15	57th	Fundamentals of Customer Satisfaction	N/A	N/A
	58th	Understanding Customer Services		
	59th	Monitoring & Measuring Customer Expectations		

	60th	Last Year Question Papers Discussion		
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