

SUBJECT CODE : ECMCAA

ELECTIVE COURSE – I - SERVICES MARKETING

Objectives : To enable students to gain expert knowledge on marketing of various services.

Unit I

Meaning of Services Marketing – Definitions – Its importance – characteristics of services – Growth of Services Marketing – Types of services – Comparative analysis between services and products.

Unit II

Concept of services marketing – Societal concept – Buyer behaviour concept – Factors influencing buyer behaviour – Decision making process of buyer.

Unit III

Services Marketing Mix – Product Strategy – Product Life Cycle concept – Strategic during the P.L.C. – Product Planning Strategy – Development of new products – its simplification – Diversification and elimination.

Unit IV

Services Marketing – I : Bank Marketing – Insurance Marketing – Transport Marketing.

Unit V

Services Marketing – II: Tourism and Hotel Marketing - Education Marketing – Communication Services Marketing.

BOOKS FOR REFERENCE:

1. Services Marketing – S.M.Jha
2. Services Marketing – M.Y.Khan
3. Marketing Management – C.B.Memoria
4. Marketing Management – Kotler
5. Marketing of Services – Cowell.