

Non – Major EC II – Service Sector Marketing

- Unit 1** Primary, Secondary and tertiary sectors – Classification of Services – Importance of relationship marketing in services.
- Unit 2** Services Mix: product. Place, price, promotion, physical evidence, people, process.
- Unit 3** Travel and tourism: type of travel, tourism marketing, tourism marketing mix, tourist products. Transportation services: types of services.
- Unit 4** Hospitality industry – characteristics, classification of hotels. Consultancy Services – characteristics, classification of consultancy industry.
- Unit 5** Services offered by Retailers: definition and scope of retailing, retailing scenario in India, prospects of retailing, contribution to the economic development.

References

- 1) Bhattacharjee,C, *Service Sector Management*, Jaico Publishing House, Mumbai, 2006.
- 2) Jha,S.M., *Services Marketing*, Himalaya Publishing House, Mumbai, 2005.
- 3) Newton M.P. Payne, A., *The Essence of Service Marketing*,Prentice Hall of India, New Delhi., 1996.
- 4) Ravi Shankar, *Service Marketing*, Manas Publications, 1993.
- 5) Zeithaml, V.A., and Bitner, M.J., *Services Marketing*, McGraw Hill, New York, 1996.