

**Lesson Planning for SERVICE MARKETING  
(MBA-MM-233)  
MBA 3<sup>rd</sup> Semester started w.e.f. 2<sup>nd</sup> July 2018**

**Name of Institute:** Shah Satnam Ji Institute of Technology and Management

**Department :** Management of Business Administration

<b>Month</b>	<b>Class</b>	<b>Topic/Chapter Covered</b>	<b>Academic Activity</b>	<b>Test/Assignment</b>
July	MBA 3 <sup>rd</sup> Sem	Introduction to Service Marketing: Role of services marketing; Consumer behaviour in service encounters; Customer interaction, Purchase process; Needs and expectations of customers;	Presentation of topic assigned	Assignment on Customer interaction and purchase process with case study
August	MBA 3 <sup>rd</sup> Sem	Positioning services in competitive markets; Search for competitive advantages; Market segmentation, positioning vis-à-vis competitors. Creating the Service Product: Identifying and classifying supplementary services; Planning and branding service-products;	Group Discussion	Test of Market segmentation
September	MBA 3 <sup>rd</sup> Sem	New service development. Designing communication mix; Branding and communication; Effective pricing objectives and foundations for setting prices.	Internal Exams	Assignment on New service development with live examples

October	MBA 3 <sup>rd</sup> Sem	Distributing services; Options for service delivery, Place and time decisions, Delivery in cyberspace, Role of intermediaries, managing relationship and building loyalty; Customer-firm relationship; Analyzing and managing customer base; Customer feedback and service recovery.	Seminar	Assignment on Distribution channels for service delivery in India and their comparison
November	MBA 3 <sup>rd</sup> Sem	Customer complaining behaviour, Principles and responses to effective service recover Service quality and the gap model; Measuring and improving service quality and productivity; Organizing service leadership; Search for synergy in service management.	Internal Exams	Test of Service quality and gap models

