

ST. JOSEPH'S FIRST GRADE COLLEGE, HASSAN
(Affiliated to the University of Mysore)

LESSON PLAN 2018-2019
Marketing Management – IV (4 Hours per week)
CLASS: VI SEM BBA
TOTAL: 46 Hrs

Prepared by:

Gunith N S

Objectives of the Subject: *To gain knowledge about the service marketing and consumer needs and expectations.*

UNIT/ SESSION/ HOURS (TIME REQUIRED)	TOPICS FOR STUDENT PREPARATION (INPUT)	PROCEDURE (PROCESS)	LEARNING OUTCOME (OUTPUT)	ASSESSMENT
MODULE 1: Services Marketing 9 Hrs.	Meaning, Definition, Nature and Scope, Characteristics of services, Classification of services, Reasons for growth of Services, Role of Services in Economy.	Lecture Discussion Case Study Analysis.	To understand the concept of service marketing	Concept based case building, Descriptive Test
	1 st UNIT TEST			
MODULE 2: Marketing Mix for Services 10 Hrs.	Product, Price, Physical distribution Promotion, People, Physical evidence, Process, Service design and delivery.	Lecture Discussion Case Study Analysis.	To understand the concept of service marketing mix	Concept based Case building, Descriptive Test
	2 nd UNIT TEST			
MODULE 3:	Service failure, impact of service Failure and	Lecture	To understand the concept of	Concept based

Service Failure and Recover: 8 Hrs.	Recovery , types of customer actions , Guidelines for effective credit recovery system	Discussion Case Study Analysis.	Service failure and recovery process	case building, Descriptive Test
MODULE 4: Customer needs and expectations 9 Hrs.	Factors Influencing customer behavior, Service decision making process, Service purchase and consumption, Post purchase evaluation	Lecture Discussion Case Study Analysis.	To understand the concept of customer needs and expectation	Concept based case building, Descriptive Test
	3rd UNIT TEST			
MODULE 5: Marketing of Other Services 10 Hrs.	Bank Services, Tourism, Hotel, Insurance, Telecom and airline Services (nature and importance only).	Lecture Discussion Case Study Analysis.	To understand the concept of bank. Tourism , hotel, insurance, telecom and airline services.	Concept based case building, Descriptive Test

MODULE WISE LESSON PLAN

HOUR WISE LESSON PLAN

Subject: Marketing Management – IV

46 Hrs

<i>Sl. No.</i>	<i>Unit & Objectives</i>	<i>No. of LH</i>	<i>Methodology/ Instructional Techniques</i>	<i>Evaluation</i>
Module 1.	Services Marketing	9		Question & Answer, Tests
1.	Meaning, Definition, Nature and Scope	2	Lecture and Illustrations.	
2.	Characteristics of services, Classification of services,.	3	Lecture and Illustrations.	
3.	Reasons for growth of Services, Role of Services in Economy	3	Lecture and Illustrations.	
4.	Revision	1	Lecture and Illustrations.	
	1st UNIT TEST			
Module 2.	Marketing Mix for Services	10		Question & Answer, Tests
1.	Meaning of marketing mix, Importance	1	Lecture and Illustrations.	
2.	Product, Price, Physical distribution Promotion, People, Physical evidence, Process.	6	Lecture and Illustrations.	
3.	Service design and delivery.	2		
4.	Revision	1		
5.	2nd UNIT TEST			
Module 3.	Service Failure and Recover	8		Question & Answer, Tests
1.	Meaning of Service failure and recovery	1	Lecture and Illustrations.	
2.	Impact of service Failure and Recovery	1	Lecture and Illustrations.	
3.	Types of customer actions	3	Lecture and Illustrations.	

4.	Guidelines for effective credit recovery system	2	Lecture and Illustrations.	
5.	Revision	1		
3rd UNIT TEST				
Module 4.	Customer needs and expectations	9		Question & Answer, Tests
1.	Factors Influencing customer behavior,	2	Lecture and Illustrations.	
2.	Service decision making process	2	Lecture and Illustrations.	
3.	Service purchase and consumption	2	Lecture and Illustrations.	
4.	Post purchase evaluation	2	Questions/ Viva	
5.	Revision	1		
4th UNIT TEST				
Module 5.	Marketing of Other Services	10		Question & Answer, Tests
1.	Bank Services, Tourism, Hotel, Insurance, Telecom and airline Services their meaning and importance	9	Lecture and Illustrations.	
2.	Revision	1	Lecture and Illustrations.	

References:

1. Marketing Services – Deepak Bhandari & Amit Misra
2. Services Marketing – Valanic A Zeithaml & Ajay Pandit
3. Services Marketing – Dr. Srinivasan

Thanking You,

Yours Faithfully,

Gunith N S