



MEASI INSTITUTE OF MANAGEMENT CHENNAI-14

Approved by All India Council of Technical Education,
Affiliated to the University of Madras and ISO 9001:2015 Certified Institution

LESSON PLAN

Name of the Course	Service Marketing		Lecture	3
Type of the Course	Elective Paper		Theory	0
Course Code	PMF10		Practical	0
Semester	III & IV		Seminar	1
Maximum Hours	45		Credits	3

Unit No.	Details	Teaching type	Level	Method	Hours
Unit I	Marketing Services: Introduction - Growth of the service sector - The Concept of Service -	Understanding	L2	Lecture	2
	Characteristics of Service – Classification of Service – Designing of the Service,	Understanding	L2	Lecture	2
	Blueprinting, Using Technology,	Understanding	L2	Lecture	2
	Developing Human Resources, and Building Service Aspirations.	Understanding	L2	Lecture	3
Unit II	Marketing Mix In Service Marketing: The Seven Ps; Product Decision,	Understanding	L2	Lecture	2
	Pricing, Strategies And Tactics,	Understanding	L2	Lecture	2
	Promotion Of Service And Placing Of Distribution Methods For Services.	Understanding	L2	Lecture	2
	Additional Dimension In Services Marketing – People, Physical Evidence And Process.	Understanding	L2	Lecture	3
Unit III	Effective Management of Service Marketing: Marketing Demand And Supply through Capacity Planning and	Understanding	L2	Lecture	2
	Segmentation –	Understanding	L2	Lecture	3
	Internal Marketing of Services –	Understanding	L2	Lecture	2
	External versus Internal Orientation of Service Strategy.	Understanding	L2	Lecture	2
Unit IV	Delivering Quality Service: Causes Of Service – Quality Gaps. The Customer Expectations Versus Perceived Service Gap.	Understanding	L2	Lecture	2
	Factors and Techniques To Resolve This Gap Customer Relationship Management.	Understanding	L2	Lecture	3
	Gaps in Services – Quality Standards, Factors and Solutions – The Service Performance Gap – Key Factors and Strategies for Closing the Gap	Understanding	L2	Lecture	2
	External Communication to the Customers – The Promise versus Delivery Gap – Developing Appropriate and Effective Communication about	Understanding	L2	Lecture	2



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	Service Quality.				
Unit V	Marketing Of Service With Special Reference: Financial Services – Health	Understanding	1.2	Lecture	2
	Service -Hospitality Services including travel, hotels and tourism - Professional Service	Understanding	L2	Lecture	2
	- Public Utility Services - Educational Services.	Understanding	L2	Lecture	3
	TOTAL HOURS				

Note:

Teaching Type	Level	Method
Memory level	L1	Drill, Review and Revision and Asking the question
Understanding level	L2	Lecture method, lecture demonstration method, discussion method, inductive and deductive, exemplification and explanation methods
Reflection level	L3	Problem solving method, investigating projects, Heuristic method, Experimental method, Inquiry oriented method, analytic method