

**JYOTI NIVAS COLLEGE AUTONOMOUS  
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

**Programme: B.Com LSM**

**Semester: I**

**MARKETING AND SERVICES MANAGEMENT**

**Course Code: 18BL103**

**No. of Hours: 60**

**COURSE OBJECTIVES:**

- To familiarize the students with the principles of marketing and focus them towards Marketing and Management of Services
- To familiarize the students on various recent trends in marketing.
- To contribute a wider coverage on marketing and services mix.

**LEARNING OUTCOMES:**

- To enable the students to employ various recent marketing tools in different sectors.
- To accustom the students to the marketing environment and consumer behavior.
- To enable the students to implement different marketing strategies for developing various products and services.

**UNIT 1:**

**14 HRS**

**Introduction to marketing**

Meaning and definition - Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing. Recent Trends in Marketing - e-business – Tele-marketing – M-Business – Green Marketing – Retailing, Relationship Marketing – Customer Relationship Management.

**UNIT 2:**

**12 HRS**

**Marketing environment**

Meaning – demographic- economic – natural – technological – political – legal – socio cultural environment. Market Segmentation and Consumer Behaviour - Meaning & Definition - Bases of Market Segmentation – Consumer Behaviour – Factors influencing Consumer Behaviour.

**UNIT 3:**

**16 HRS**

**Marketing mix**

Meaning – elements – PRODUCT – product mix, product line – product life cycle – product planning– new product development – branding - packing and packaging. PRICING – factors

influencing pricing, methods of pricing (only Meaning), and pricing policy - PHYSICAL DISTRIBUTION, Meaning, factors affecting channels, types of marketing channels, PROMOTION –Meaning and significance of promotion – personal selling and advertising.

**UNIT 4:**

**10 HRS**

**Introduction to services management**

Meaning of services – characteristics of services – classification of services – marketing mix in service industry – growth of service sector in India. Service processes – Designing the service process– service blueprint – back office & front office process.

**UNIT 5:**

**8 HRS**

**Service sector management**

Tourism and Travel Services – concept, nature, significance and marketing. Health Care services – concept, nature, significance and marketing. Educational services - concept, nature, significance and marketing.

**SKILL DEVELOPMENT:**

- Identify the product of your choice and describe in which stage of the product life cycle it is positioned.
- Suggest strategies for development of a new product.
- Study of Consumer Behaviour for a product of your choice.
- Develop an Advertisement copy for a product.
- Prepare a chart for distribution network for different products.

**BOOKS FOR REFERENCE:**

1. Dr.Shajahan. S; Service Marketing (Concept, Practices & Cases); Himalaya Publishing House; Mumbai; First Edition – Financial Service in India.
2. Philip Kotler - Marketing Management, PHI
3. Rekha. M.P. &Vibha V – Marketing & Services Mgt – VBH.
4. Sunil B. Rao - Marketing & Services Mgt – HPH.
5. Dr. Alice Mani: Marketing & Services Management, SBH.
6. J.C. Gandhi - Marketing Management, TMH
7. Stanton W.J. etzal Michael & Walker, Fundamentals of Management, TMH
8. Jayachandran ; Marketing Management. Excel Books.
9. K. Venkatramana, Marketing Management, SHBP.
10. P N Reddy &Appanniah, Essentials of Marketing Management, HPH
11. Sontakki, Marketing Management, HPH
12. CengizHakseveretal – ‘Service Management and Operations’; Pearson Education.
13. Ramesh and Jayanthi Prasad : Marketing Management I.K. International Publishers
14. K. Karunakaran; Marketing Management, HPH.  
Davar: Marketing Management