

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

Programme: B.Com.

Semester: III

MARKETING AND SERVICES MANAGEMENT

Course Code: 18BC305

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

INTRODUCTION TO MARKETING

14 HRS

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 – Digital marketing- Customer Relationship Management.

UNIT 2

MARKETING ENVIRONMENT

12 HRS

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

UNIT 3

MARKETING MIX

16 HRS

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

INTRODUCTION TO SERVICES MANAGEMENT

10 HRS

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

SERVICE SECTOR MANAGEMENT

08 HRS

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

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. et al 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. Cengiz Haksever et al – ‘Service Management and Operations’; Pearson Education.
13. Ramesh and Jayanthi Prasad : Marketing Management I.K. International Publishers
14. K. Karunakaran; Marketing Management, HPH.
15. Davar: Marketing Management