

Lesson Plan / Teaching Plan / Lecture Plan with Progress : BBA DM - 6th Semester : 2025-26					
Course Name (Code) :		Service Marketing	BBA/DIMK/605	Faculty :	Renu Mittal
Topics / lectures are arranged in sequence - same - as to be taught in the class. Maintain data related to "Date" in its hard copy.					
S. No.	Lecture No	Topic Description	Teaching Pedagogy	Reference Material	Remarks, if any
1	1	Introduction to Service Marketing	Lecture	T1	
2	2	Definition and concept of service marketing	Ppt	T1	
3	3	Characteristics of Service Marketing	Ppt	T1	
4	4	Classification of Service Marketing	Ppt	T1	
5	5	Growth in services	Ppt	T1	
6	6	Service marketing mix	Ppt	T1	
7	7	Service marketing mix	Ppt	T1	
8	8	Unique Challenges in marketing of Services	Ppt	T1	
9	9	Consumer behaviour in services	Ppt	T1	
10	10	Revision/Class Test	Test, dicussion		
11	11	Understanding customer needs and expectations	Ppt	T1	
12	12	Customer perception of service	Ppt	T1	
13	13	Concept of service quality	Ppt	T1	
14	14	Servequel model of service quality	Ppt	T1	
15	15	Customer satisfaction	Ppt	T1	
16	16	Service encounter	Ppt	T1	
17	17	Service failure& recovery	Ppt	T1	
18	18	Service guarantee	Ppt	T1	
19	19	Revision/Class Test	Test, dicussion		
20	20	Types of new services	Ppt	T2, T1	
21	21	Challenges of service design & development	Ppt	T2, T1	
22	22	Stages in new services development	Ppt	T2, T1	
23	23	Stages in new services development	Ppt	T2, T1	
24	24	Customer defined service standards	Ppt	T2, T1	
25	25	Physical evidence	Ppt	T2, T1	
26	26	Service scape	Ppt	T2, T1	
27	27	Concept of self service technologies	Ppt	T2, T1	
28	28	Concept of self service technologies	Ppt	T2, T1	
29	29	Revision/Class Test	Test, dicussion	T2, T1	
30	30	Role of employees in service delivery	Ppt	T2, T1	
31	31	Role of employees in service delivery	Ppt	T2, T1	
32	32	Role of customers in service delivery	Ppt	T2, T1	
33	33	Delivering service through intermediaries	Ppt	T2, T1	
34	34	Electronic Channels	Ppt	T2, T1	
35	35	Integrated service marketing communication	Ppt	T2, T1	
36	36	Integrated service marketing communication	Ppt	T2, T1	
37	37	Pricing of services	Ppt	T2, T1	
38	38	Pricing of services	Ppt	T2, T1	
39	39	Case Studies			
40	40	Revision/Class Test	Test, dicussion		
Study Material / Books / Web-resources / Online Courses Links etc.					
	S. No.				
		TEXT BOOKS:			
	1	T1 : Service Marketing, V. A. Zeithmal, D.D. Gremler, M.J. Bitner, Ajay Pandit, Tata McGraw Hill			
	2	Lovelock, C., Wirtz, J. and Chatterjee, J., Service Marketing – People, Technology, Strategy			
	3	Service Marketing - Ravi Shankar, Excel Publications			
		REFERENCE BOOKS:			
	1	R1 : Service Marketing - Bhattacharya			
		Online			
		https://nptel.ac.in/courses/110105078			
		https://www.studocu.com/row/document/beirut-arab-university/services-marketing/service-marketing-lecture-notes/7432282			