Lesson Plan

Name of the Assistant/ Associate Professor : Mrs Shimpy Mohan

Class and Section: M.COM 4TH SEM

Subject: SERVICE MARKETING

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| Week | Date | Topics |
| 1 | 1-Jan-18 | Service marketing: concept , characteristics |
| 2-Jan-18 | Classifications of service, features and needs |
| 3-Jan-18 | Buying process for services |
| 4-Jan-18 | Service consumer behavior , types of service , buyer behavior , process |
| 5-Jan-18 | Customer perception of services |
| 6-Jan-18 | Marketing mix in service , service marketing mix |
| 7-Jan-18 | Sunday |
| 2 | 8-Jan-18 | Test of Service marketing: concept , characteristics |
| 9-Jan-18 | Marketing mix in service: price,promotion,physical environment ,process people |
| 10-Jan-18 | Service quality: concept gaps model of service quality |
| 11-Jan-18 | Service quality: gronroos perceived service quality model,serqual |
| 12-Jan-18 | Service quality: zeithamal rater model |
| 13-Jan-18 | Revision |
| 14-Jan-18 | Sunday |
| 3 | 15-Jan-18 | Test of Buying process for services |
| 16-Jan-18 | Service development: steps in service development |
| 17-Jan-18 | Service blue printing |
| 18-Jan-18 | Approaches to service delivery |
| 19-Jan-18 | Customer feed back and service recovery |
| 20-Jan-18 | Revision |
| 21-Jan-18 | Sunday |
| 4 | 22-Jan-18 | Test of customer expectation of service |
| 23-Jan-18 | revision |
| 24-Jan-18 | [Sir Chotu Ram Jayanti](http://www.officeholidays.com/countries/india/haryana/2016.php) |
| 25-Jan-18 | Test of marketing mix and service |
| 26-Jan-18 | [Republic Day](http://www.officeholidays.com/countries/india/india_republic_day.php) |
| 27-Jan-18 | Physical environment of service |
| 28-Jan-18 | Sunday |
| 5 | 29-Jan-18 | Test of service quality concept and model |
| 30-Jan-18 | Communication and promotion of services, problem objectives |
| 31-Jan-18 | Communication mix and strategies |

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| Week | Date | Topics |
| 1 | 1-Feb-18 | Pricing of services; objective of service pricing, what makes service strategy difficult. |
| 2-Feb-18 | Pricing of service; approaches for pricing in service only cost- based pricing. |
| 3-Feb-18 | Revision |
| 4-Feb-18 | Sunday |
| 2 | 5-Feb-18 | Test of communication and promotion of service. |
| 6-Feb-18 | Pricing of strategy ; approaches of value based pricing. |
| 7-Feb-18 | Approaches of competition based pricing. |
| 8-Feb-18 | Pricing of strategy when the customer defines value as low price. |
| 9-Feb-18 | Pricing strategy when the customer defines the value as everything wanted in service . |
| 10-Feb-18 | [Maharshi Dayanand Saraswati Jayanti](http://www.officeholidays.com/countries/india/haryana/2016.php) |
| 11-Feb-18 | Sunday |
| 3 | 12-Feb-18 | Taking 1st assingment |
| 13-Feb-18 | [Maha Shivratri](http://www.officeholidays.com/countries/india/maha_shivarati.php) |
| 14-Feb-18 | Test of communication mix and strategy . |
| 15-Feb-18 | Pricing strategy when the customer defines the value as quality for the price paid. |
| 16-Feb-18 | Pricing strategy when the customer defines value as all that is received for all that is given. |
| 17-Feb-18 | Ethical concern in pricing. |
| 18-Feb-18 | Sunday |
| 4 | 19-Feb-18 | Test of pricing of service . |
| 20-Feb-18 | Service distribution; concept, places of service delivery. |
| 21-Feb-18 | Channels; direct or company owned channels |
| 22-Feb-18 | Service delivery through intermediaries. |
| 23-Feb-18 | Common issue involving intermediaries. |
| 24-Feb-18 | Strategy for effective service delivery through intermediaries. |
| 25-Feb-18 | Sunday |
| 5 | 26-Feb-18 | Test of approaches of pricing of service. |
| 27-Feb-18 | Relationship marketing ; meaning, goals |
| 28-Feb-18 | Relationship marketing ; meaning and goals. |

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| Week | Date | Topics |
| 1 | 1-Mar-18 | [Guru Ravidas Birthday](http://www.officeholidays.com/countries/india/guru_ravidas.php) |
| 2-Mar-18 | [Holi](http://www.officeholidays.com/countries/india/holi.php) |
| 3-Mar-18 | Test of marketing service channelas |
| 4-Mar-18 | Sunday |
| 2 | 5-Mar-18 | Service market segmentation and targeting; customer retention strategies . |
| 6-Mar-18 | service marketing segementation and target ; customer retention strategies . |
| 7-Mar-18 | Taking 2nd assignment |
| 8-Mar-18 | Managing service employees ; importance of contact personnel. |
| 9-Mar-18 | Role contact personnel. |
| 10-Mar-18 | Revision |
| 11-Mar-18 | Sunday |
| 3 | 12-Mar-18 | Test of relationship marketing. |
| 13-Mar-18 | Managing service delivery employees. |
| 14-Mar-18 | Managing service delivery employees. |
| 15-Mar-18 | Managing customer and strategies for enhancing customer participation . |
| 16-Mar-18 | Managing customer and strategies for enhancing customer participation. |
| 17-Mar-18 | Revision |
| 18-Mar-18 | Sunday |
| 4 | 19-Mar-18 | Test of customer retention strategies . |
| 20-Mar-18 | Revision |
| 21-Mar-18 | Presentation service quality. |
| 22-Mar-18 | Revision |
| 23-Mar-18 | [Shaheedi Divas of Bhagat Singh, Raj guru & Sukhdev](http://www.officeholidays.com/countries/india/haryana/2016.php) |
| 24-Mar-18 | Group discussion. |
| 25-Mar-18 | Sunday/ [Ram Navami](http://www.officeholidays.com/countries/india/ram_navami.php) |
| 5 | 26-Mar-18 | Presentation . |
| 27-Mar-18 | Strategies for enhancing customer participation.; concept |
| 28-Mar-18 | Strategies for enhancing customer participation.; role |
| 29-Mar-18 | [Mahavir Jayanti](http://www.officeholidays.com/countries/india/mahavir_jayanti.php) |
| 30-Mar-18 | Test of managing service employees. |
| 31-Mar-18 | Revision . |

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| Week | Date | Topics |
| 1 | 1-Apr-18 | Sunday |
| 2-Apr-18 | Customer feedback and service recovery; concept |
| 3-Apr-18 | Customer feedback and service recovery complete. |
| 4-Apr-18 | Physical environment of service. |
| 5-Apr-18 | Complete physical environment of service. |
| 6-Apr-18 | Revision |
| 7-Apr-18 | Taking problems. |
| 8-Apr-18 | Sunday |
| 2 | 9-Apr-18 | Test of managing service delivery employees. |
| 10-Apr-18 | Distribution of services; key intermediaries. |
| 11-Apr-18 | Distribution of service; complete key intermediaries. |
| 12-Apr-18 | Revision |
| 13-Apr-18 | Revision |
| 14-Apr-18 | [Dr Ambedkar Jayanti](http://www.officeholidays.com/countries/india/ambedkar_jayanti.php) / [Vaisakhi](http://www.officeholidays.com/countries/india/haryana/2016.php) |
| 15-Apr-18 | Sunday |
| 3 | 16-Apr-18 | Presentation |
| 17-Apr-18 | Test of relationship of marketing. |
| 18-Apr-18 | [Parashurama Jayanti](http://www.officeholidays.com/countries/india/2016.php) |
| 19-Apr-18 | Test of service quality. |
| 20-Apr-18 | Strategies for effective service delivery |
| 21-Apr-18 | Complete strategies for effective delivery. |
| 22-Apr-18 | Sunday |
| 4 | 23-Apr-18 | Test of managing service employees. |
| 24-Apr-18 | Customer protection and ethics in service. |
| 25-Apr-18 | Customer protection and ethics in service complete. |
| 26-Apr-18 | revision |
| 27-Apr-18 | Revision |
| 28-Apr-18 | Test of customer protection and ethics in service. |