

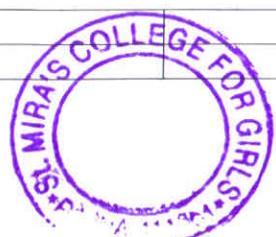
SKILL ENHANCEMENT COURSE**CLASS: TYBCOM****SUBJECT: Marketing-II**

TITLE: Services Marketing: Fundamentals and New Perspectives
[SEC COURSE]

Semester: V	Subject Code: C52212	Lectures: 12 Contact Hours	Credit: 1
--------------------	-----------------------------	-----------------------------------	------------------

Sr. No.	(1)	(2)	(3)	(4)	(5)
	Area	Course Outcomes	Skill-based/Activity-based	Evaluation	Skills
1.	Service Watch Assignment	<ul style="list-style-type: none"> Ability to demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities Ability to understand the key concepts and principles of services marketing. 	Activity-based	Worksheet, reporting and ppt	Research Skills, Creative thinking and marketing skills
2.	Designing Service Marketing Mix	<ul style="list-style-type: none"> Ability to elaborate the extended marketing mix for services 	Skill-based	Reporting and ppt	Research Skills, Creative thinking and marketing skills
3.	Designing Services Marketing Strategy	<ul style="list-style-type: none"> Ability to explain how the unique characteristics of service products impact on design and execution of marketing strategies for services. 	Skill-based	Worksheet, reporting and presentation	Creative thinking, analytical thinking, communication skills and marketing skills
4.	Research on Product, Price, Promotion and Service Strategy	<ul style="list-style-type: none"> Ability to infer current research trends in services marketing and execute a field study as part of a team and employ effective group work strategies in a problem-solving environment. 	Skill-based	Reporting and ppt	Analytical thinking, Creative thinking, Research Skills and marketing skills

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	<i>Rama Venkatachalam</i>



ST. MIRA'S COLLEGE FOR GIRLS, PUNE
(Autonomous - Affiliated to Savitribai Phule Pune University)

SKILL ENHANCEMENT COURSE

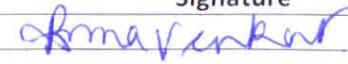
CLASS: TYBCOM

SUBJECT: Marketing-II

TITLE: Services Marketing: Fundamentals and New Perspectives
[SEC COURSE]

Semester: VI	Subject Code: C62212	Lectures: 12 Contact Hours	Credit: 1
---------------------	-----------------------------	-----------------------------------	------------------

Sr. No.	(1)	(2)	(3)	(4)	(5)
	Area	Course Outcomes	Skill-based/ Activity-based	Evaluation	Skills
1.	Servicescape Video	<ul style="list-style-type: none"> Ability to demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities Ability to understand the key concepts and principles of services marketing. 	Activity-based Group based	Worksheet, reporting and ppt	Research Skills, Creative thinking and marketing skills
2.	Designing Service Marketing Mix	<ul style="list-style-type: none"> Ability to elaborate the extended marketing mix for services 	Skill-based	Mind Mapping, Reporting and ppt	Research Skills, Creative thinking and marketing skills
3.	Designing SERVQUAL Instrument	<ul style="list-style-type: none"> Ability to demonstrate integrative knowledge of marketing issues as well as tools and models associated with service productivity, perceived quality, customer satisfaction and loyalty 	Skill-based	Worksheet, reporting and presentation	Creative thinking, analytical thinking, communication skills and marketing skills

Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	



SEC_BCOM_Discipline Specific Course_Marketing-II

4.	Research on Place, People, Process, Physical Evidence	<ul style="list-style-type: none"> Ability to apply relevant services marketing theory, research and analysis skills to contemporary trends and practices and communicate outcomes employing professional discourse and formats. 	Skill-based	Reporting and ppt	Analytical thinking, Creative thinking, Research Skills and marketing skills
----	---	---	-------------	-------------------	--



Board Of Studies	Name	Signature
Chairperson (HoD)	Dr. Rama Venkatachalam	