

Programme: Master of Business Administration

Semester III

MBA 922-18

SERVICES MARKETING

Objective: The objective of this course is to help students understanding various factors affecting consumer behavior and to understand the process of consumer buying. Based on the understanding of consumer behavior, the students are expected to design the strategy.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	Understand the fundamental concepts of service marketing and its functions.
CO2	Identify the role and significance of various elements of service marketing mix.
CO3	Analyze customer requirement, measure service quality and design and deliver better service.
CO4	Analyze integrated services marketing communications and services marketing triangle.
CO5	Examine various pricing strategies and pricing approaches in service sectors.
CO6	Understand service marketing applications in different service sectors.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)