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**Programme: Bachelor of Business Administration**

**Semester VI**

**BBA 611-18**

**SERVICES MARKETING**

**Objective:** The course aims to develop an understanding about the fundamentals of marketing of services and the service marketing mix. The course will also provide an insight into service quality and delivery mechanisms.

*Course Outcomes (COs)*

<b>Sr. No.</b>	<b>At the end of the course, the student will be able to:</b>
CO1	Understand the different types Services and its characteristics.
CO2	Comprehend the customer centric approach in the service marketing
CO3	Know about various concepts of marketing and its integration with services
CO4	Infer about delivery of the services with customer centric approach.

(Source: IKGPTU Syllabus for Bachelor of Business Administration (Affiliated Colleges), 2021.  
<https://ptu.ac.in/wp-content/uploads/2023/02/BBA-upto-6th-Sem.-batch-2022-onwards.pdf> )