

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

**SKILL ENHANCEMENT COURSE**

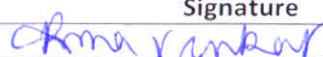
**CLASS: TYBCOM**

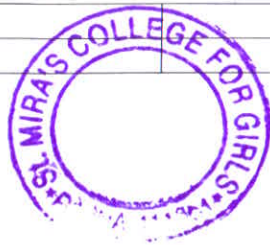
**SUBJECT: Marketing-II**

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

<b>Semester: V</b>	<b>Subject Code: C52212</b>	<b>Lectures: 12 Contact Hours</b>	<b>Credit: 1</b>
--------------------	-----------------------------	-----------------------------------	------------------

Sr. No.	(1) Area	(2) Course Outcomes	(3) Skill-based/ Activity- based	(4) Evaluation	(5) Skills
1.	Service Watch Assignment	<ul style="list-style-type: none"> <li>Ability to demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities</li> <li>Ability to understand the key concepts and principles of services marketing.</li> </ul>	Activity-based	Worksheet, reporting and ppt	Research Skills, Creative thinking and marketing skills
2.	Designing Service Marketing Mix	<ul style="list-style-type: none"> <li>Ability to elaborate the extended marketing mix for services</li> </ul>	Skill-based	Reporting and ppt	Research Skills, Creative thinking and marketing skills
3.	Designing Services Marketing Strategy	<ul style="list-style-type: none"> <li>Ability to explain how the unique characteristics of service products impact on design and execution of marketing strategies for services.</li> </ul>	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"> <li>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.</li> </ul>	Skill-based	Reporting and ppt	Analytical thinking, Creative thinking, Research Skills and marketing skills

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



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

**SKILL ENHANCEMENT COURSE**

**CLASS: TYBCOM**

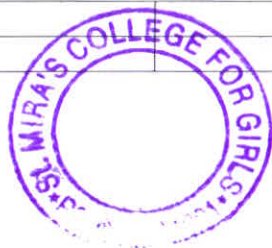
**SUBJECT: Marketing-II**

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

<b>Semester: VI</b>	<b>Subject Code: C62212</b>	<b>Lectures: 12 Contact Hours</b>	<b>Credit: 1</b>
---------------------	-----------------------------	-----------------------------------	------------------

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

<b>Board Of Studies</b>	<b>Name</b>	<b>Signature</b>
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"> <li>Ability to apply relevant services marketing theory, research and analysis skills to contemporary trends and practices and communicate outcomes employing professional discourse and formats.</li> </ul>	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>Dr. Rama Venkatachalam</i>