

Name: **ASHOK KHURANA**  
 Class and Section: **M.COM IVth SEMESTER**  
 Subject: **Services Marketing**

Week	Date	Topic
<b>1</b>	1-Jan-18	Services Marketing : Introduction, Meaning, Definition, Concept, reasons for Growth
	2-Jan-18	Characteristics
	3-Jan-18	Characteristics
	4-Jan-18	Classification
	5-Jan-18	<b>Guru Gobind Singh Jayanti</b>
	6-Jan-18	Buying process for services: Introduction Classification of buyers, DM Roles
	7-Jan-18	<b>Sunday</b>
<b>2</b>	8-Jan-18	Factors influencing consumer Behavior
	9-Jan-18	Buying process Model –I
	10-Jan-18	Model –II
	11-Jan-18	Model –III
	12-Jan-18	Ten qualities evaluating /influencing consumer/Buyer evaluation and services
	13-Jan-18	Customer expectation of services : Introduction meaning need levels
	14-Jan-18	<b>Sunday</b>
<b>3</b>	15-Jan-18	Zone of tolerance
	16-Jan-18	Factors influencing customer expectation of services
	17-Jan-18	-----do-----
	18-Jan-18	Current issues involving customer service expectations
	19-Jan-18	Customers perception of services : Introduction meaning definition effects
	20-Jan-18	Transaction vs cumulative perception factors influencing customer satisfaction
	21-Jan-18	<b>Sunday</b>
<b>4</b>	22-Jan-18	<b>Basant Panchami</b>
	23-Jan-18	Service encounters - types
	24-Jan-18	<b>Sir Chhotu Ram Jayanti</b>
	25-Jan-18	Sources of service encounters
	26-Jan-18	<b>Republic Day</b>
	27-Jan-18	Marketing mix in Services: introduction , reasons , 7 P's
	28-Jan-18	<b>Sunday</b>
<b>5</b>	29-Jan-18	Product Mix , price MiX
	30-Jan-18	Test and Assignment - I
	31-Jan-18	<b>Guru Ravidas Jayanti</b>

Week	Date	Topic
<b>1</b>	1-Feb-18	Place mix , promotion mix
	2-Feb-18	People, physical evidence process
	3-Feb-18	Service Quality: concept dimensions
	4-Feb-18	<b>Sunday</b>
<b>2</b>	5-Feb-18	Service quality: measure tools to analyse service quality problems
	6-Feb-18	Service quality models-GAPS Model

	7-Feb-18	Servqal Model
	8-Feb-18	Zeithamal's Model
	9-Feb-18	Gronroo's Rule and kano' two factor model
	10-Feb-18	<b>Maharishi Dayanand Saraswati Jayanti</b>
	11-Feb-18	<b>Sunday</b>
<b>3</b>	12-Feb-18	Test Assignment- II Topic
	13-Feb-18	<b>Mahashivratri</b>
	14-Feb-18	Relationship Marketing : Introduction, Definition Principles
	15-Feb-18	Importance , goals difference and transactional vs Relationship marketing
	16-Feb-18	Benefits , five levels of RM, 4 C's of marketing mix, Relationship marketing & 4 PS
	17-Feb-18	Choice of Relationship strategies
	18-Feb-18	<b>Sunday</b>
<b>4</b>	19-Feb-18	Service Market segmentation and targeting : introduction , mkt segmentation , STP Process
	20-Feb-18	Targeting: meaning, levels , mkt targeting strategies
	21-Feb-18	Positioning: objective strategies, implementing positioning strategies
	22-Feb-18	Customer Retention strategies: Introduction CR strategies , meaning, definition, measure
	23-Feb-18	Advantages,key performance indicators of CR Process
	24-Feb-18	Effective approaches for enhancing retention
	25-Feb-18	<b>Sunday</b>
<b>5</b>	26-Feb-18	Strategies for terminating customer relationship
	27-Feb-18	Service Development : Introduction Development of new services
	28-Feb-18	<b>University Holidays</b>

<b>Week</b>	<b>Date</b>	<b>Topic</b>
<b>1</b>	1-Mar-18	<b>University Holidays</b>
	2-Mar-18	<b>University Holidays</b>
	3-Mar-18	<b>University Holidays</b>
	4-Mar-18	<b>University Holidays/Sunday</b>
<b>2</b>	5-Mar-18	Reasons of success of new service,characteristics of new service management
	6-Mar-18	New service development process
	7-Mar-18	Challenges of new service development
	8-Mar-18	Service blue printing: introduction objective ,steps
	9-Mar-18	Service blue printing for new services and existing services
	10-Mar-18	-applications
	11-Mar-18	<b>Sunday</b>
<b>3</b>	12-Mar-18	Approach to service Delivery: introduction,concept of service delivery
	13-Mar-18	Approaches
	14-Mar-18	Customer feedback and service recovery
	15-Mar-18	Service recovery ,meaning reasons, response to service failure
	16-Mar-18	Service recovery expectations service gurantees characteristics
	17-Mar-18	Physical Environment of services: Introduction meaning elements types
	18-Mar-18	<b>Sunday</b>

<b>4</b>	19-Mar-18	Role , internal response to service scopes
	20-Mar-18	Env. Dimensions approaches
	21-Mar-18	Guidelines for physical environment services
	22-Mar-18	Communication and promotion of services :introduction , need objective
	23-Mar-18	<b>Shahidi diwas of Bhagat Singh</b>
	24-Mar-18	Integrated marketing communication problems
	25-Mar-18	<b>Sunday</b>
<b>5</b>	26-Mar-18	Communication mix
	27-Mar-18	Promotion mix promotion mix strategies
	28-Mar-18	Test
	29-Mar-18	<b>Mahavir Jayanti</b>
	30-Mar-18	Pricing of services : Pricing objectives terminology
	31-Mar-18	Characteristics and approaches

<b>Week</b>	<b>Date</b>	<b>Topic</b>
	1-Apr-18	<b>Sunday</b>
<b>1</b>	2-Apr-18	Pricing and customer value
	3-Apr-18	Pricing strategies
	4-Apr-18	Distribution of services: Introduction, service delivery channels
	5-Apr-18	Why Intermediaries , functions
	6-Apr-18	Key intermediaries, common issues
	7-Apr-18	Strategies for effective service delivery
	8-Apr-18	<b>Sunday</b>
<b>2</b>	9-Apr-18	Meaning service employees: introduction, definition, types of service personel
	10-Apr-18	Importance and role of contact personnel
	11-Apr-18	Service triangle
	12-Apr-18	Service Profit chain
	13-Apr-18	Boundary spanners sources of conflict
	14-Apr-18	<b>Dr. Amedkar Jayanti and Vaisakhi</b>
	15-Apr-18	<b>Sunday</b>
<b>3</b>	16-Apr-18	Strategies of effective service delivery
	17-Apr-18	Managing customers of strategies for enhancing customer participation : introduction, gap
	18-Apr-18	<b>Parshuram Jayanti</b>
	19-Apr-18	Importance of customers in service delivery
	20-Apr-18	Levels of customer participation
	21-Apr-18	Customer role in service delivery --- contd --
	22-Apr-18	<b>Sunday</b>
<b>4</b>	23-Apr-18	Customer's role in service delivery
	24-Apr-18	Strategies for enhancing customer participation
	25-Apr-18	-----DO-----
	26-Apr-18	Customer protection and ethics in services : introduction, customer protection
	27-Apr-18	Ethics in services , corporate code of ethics
	28-Apr-18	conclusion

