

**MAJOR BASED ELECTIVE – II – SERVICES MARKETING**

**UNIT – I:**

Concept of service in marketing – Growth of service markets – classification of services – consumer services and industrial services – significance of services in buyers market and sellers market.

**UNIT – II:**

Marketing of Banking services – Consumer Services – efficiency Vs. Productivity – Programming the marketing effort to suit consumer needs – professional approach and promotion strategies.

**UNIT – III:**

Marketing of financial services – Investment and merchant banking services – challenges before financial institutions customer choice and culture – Need for diversification.

**UNIT – IV:**

Marketing of Entertainment services – catering and Tourism Role of transport services – Need for better public relations – Importance of service positioning.

**UNIT – V:**

Marketing of professional services – Insurance services entrepreneurial services and Health Care Services – Role of Agencies involved – need for demand oriented approach – awareness – A deciding factor of success.

**Text Books Recommended:**

1. Principles and Practice of Marketing in India by C.B. Memoria
2. Marketing Management by S.A. Sherlekar
3. Services Marketing by Vasanti Venugopal and Raghu V.N. – Himalaya Publishing House
4. Services Marketing by Christopher Lovelock – Pearson Education.
5. Managing Services Marketing by E.G. Bateson – Text & Readings, Dryden Press, Hinsdale.
6. The Essence of Services Marketing Professional Services by Payne – Prentice Hall.
7. Services Marketing and management by B.Balaji – S.Chand & Co.,