

LESSON PLAN

NAME OF ASSISTANT PROFESSOR: DR. USHA RANI CHAHAL

CLASS: M.COM 3RD SEM.

SUBJECT: SERVICE MARKETING

Lesson Plan: From January 2020 to April 2020

Week 1	01.01.2020-04.01.2020	An introduction to Service Marketing; Service industry, service sector, trends in service sector, classification of services
Week 2	06.01.2020-11.01.2020	Service Marketing mix
Week 3	13.01.2020-18.01.2020	Customers expectation of service
Week 4	20.01.2020-25.01.2020	Consumer behaviour and buying process for service
Week 5	27.01.2020-01.02.2020	Models of customer service
Week 6	03.02.2020-8.02.2020	Customer perception of service
Week 7	10.02.2020-15.02.2020	Service quality: Meaning, concept and dimension
Week 8	17.02.2020-22.02.2020	Service quality model
Week 9	24.02.2020-29.03.2020	Models of buying decision making; Decision process of buyer towards new services
Week 10	02.03.2020-07-03-2020	Relationship marketing and building loyalty; Test & Assignment
Week 11	08.03.2020-15.03.2020	KUK Vacation