

SEMESTER-V
COURSE 5: SERVICES MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To develop an understanding on service sector and services marketing.
- To learn about the service process and elements of services marketing mix.
- To understand and analyse customer expectations and perceptions towards services.
- To analyze the impact of service failure and develop service recovery strategies.
- To understand the functional aspects of various service sector units.

UNIT-I: INTRODUCTIONS TO SERVICES:

Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

UNIT-II: SERVICE MARKETING MIX:

Marketing management process for services -selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE:

Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service.

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY:

Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

UNIT-V: MARKETING OF SERVICES:

Banking and Insurance, Health care, Hospitality services, retail services-Business process outsourcing (BPO).

SEMESTER-V
COURSE 6: DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To understand the fundamentals of digital marketing.
- Basic knowledge of Digital Marketing and technical knowhow required for Digital Marketing.
- An overview of Digital marketing strategies and best practices.
- An Understanding of the concepts of Digital marketing.
- Understanding various types of Digital promotional formats

UNIT-1 INTRODUCTION:

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

UNIT-2: STARTING WITH THE WEBSITE:

Building Website using Website/ Blog Foundations of analytics- Search engine optimization- Key Words, Key Word planner tools, SEO- One page and Off page Techniques: Indexing and Key word placing and content optimization.

UNIT-3: E-MAIL MARKETING:

E-Mail as Marketing Strategy- Email marketing segmentation, personalization and mobile friendly design – E-Mail Marketing as a process- Building Email list, Email Marketing Strategy and Monitoring, Email atomization.

UNIT-4: CONTENT MARKETING FOUNDATIONS:

Content Marketing Ecosystem, Content for Blogs and videos, Using contents for storytelling, Blogs for content marketing- Content marketing for staying relevant- Newsletters for content marketing. Integrated Content Marketing, Google Ads.