



INTEGRAL UNIVERSITY
FACULTY OF COMMERCE AND MANAGEMENT

Value Added Course

on

Services Marketing: Focus on Sustainable Development

Registration Link: <https://forms.gle/VU3n3YnjQp3Xwnie7>



Source: Scoopskiller.com



Source: Sun India Ruchika Sharma

Introduction to Services Marketing

Services marketing are a specialized branch of marketing. Services marketing emerged as a separate field of study in the early 1980s, following the recognition that the unique characteristics of services required different strategies compared with the marketing of physical goods.

Unlike products, services are purchased based on the perceived value they'll provide. From a buyer's point of view, the skill competency level itself doesn't really matter, rather the end result produced by those skills.

As a result of being defined as a value, service marketing means you need to build a high level of trust with your audience, for them to feel comfortable enough to sign the contract and trust you to hold the skills required to deliver the promised value keeping in mind the sustainable development goals as set up by UN-GA

Services marketing typically refers to both business to consumer (B2C) and business-to-business (B2B) services, and includes marketing of services such as:

- Telecommunication services
- Financial services

- All types of hospitality Services
- Tourism services
- Leisure services
- Entertainment services
- Health care services
- Professional services

Need of the Course

This course on “Services Marketing: Focus on Sustainable Development” offered by the Department of Commerce & Business Management, Faculty of Commerce & Management as a Value Added Course for undergraduate, students aims to introduce learners to the immense of opportunities and challenges related to the marketing and managing of services. The participants of this course will gain a thorough understanding of the characteristics of services, reasons for the various gaps in services, the marketing mix of services with focus on SDGs as set up by UN-GA.

Key USP of the program:

1. You are looking to start a career in services marketing but lack the basic background.
2. You are fascinated by how the global economy is linked together by the growth of services.
3. You are working with people in the service industry and want to understand their daily challenges better.
4. You want to get knowledge of sustainable development goals (SDGs) in services as set up by UN-GA.

Possible Career paths:

➤ <i>Public Relations Manager.</i>	➤ <i>Market Researcher</i>
➤ <i>Advertising Manager.</i>	➤ <i>Data Analyst</i>
➤ <i>Media Buyer.</i>	➤ <i>Copywriter</i>
➤ <i>Brand Manager.</i>	➤ <i>Restaurant Manager</i>
➤ <i>Chief Marketing Officer.</i>	➤ <i>Hospital Administrator</i>
➤ <i>Event Planner.</i>	➤ <i>Car Rental Services</i>
➤ <i>Promotions Manager.</i>	➤ <i>Hotel Manager</i>
➤ <i>Digital Marketing Manager.</i>	➤ <i>Tour Planner</i>

Learning outcomes

- ✓ *To identify the various types of services and their characteristics..*
- ✓ *To explain the meaning of SDGs as set up by UN-GA*
- ✓ *To determine the various reasons for the major gaps during the delivery of services in order to maintain SDGs*
- ✓ *To associate the marketing mix of traditional marketing with that of services marketing.*
- ✓ *To relate the behavior of consumers in services with ensuring prosperity*
- ✓ *To design a service keeping in mind the goal of responsible production and consumption of service*



Source: edu CBA

This is a blend mode course. Lectures shall be conducted during week days, 1hr 30 min. each day.

Course Platform:	Google Class/ILI -LMA
Conduct of sessions:	Blend Mode
Duration:	4weeks (35 hours)
Course Commencement:	09th July,2022
End of Course:	08th August,2022
Contact Person: Dr. Rizwana Atiq	9621077583

Eligibility:

- Under Graduate course in Management or equivalent degree from any recognized University or Institute
- Working Professionals

Coordinator of the Course

- **Dr. Rizwana Atiq**

Name of the Instructors

- Dr. Adeel Maqbool
- Dr. Rizwana Atiq
- Dr. Noor Alam Khan
- Dr. Orooj Siddiqui

Industry Expert

- Mr. Danish Faheem
Regional Manager –Alcon

Value Added Course in Services Marketing: Focus on sustainable Development

Schedule of Classes

Module	Syllabus	Timing
Module-1	<p>Basics of Service Marketing Nature of services of services, types of services, characteristics of services, differentiation between goods and services, Service Continuum <i>[by Dr. Adeel Maqbool]</i></p>	11 AM to 12.30 PM
Module-2	<p>Sustainable Development Goals (SDGs) in Service marketing Meaning of sustainable development, types of sustainable development goals (SDGs) as set up by UN-GA, Need for sustainable development, Incorporation of sustainable development goals (SDGs) in Services Marketing. <i>[by Dr. Rizwana Atiq]</i></p>	11 AM to 12.30 PM
Module-3	<p>Marketing Mix of Services emphasizing on SDG of protecting the planet Marketing Mix,-Service product, Packaging the service Pricing in services, Promotion in Services, Services Distribution. Process in various services, The need of Physical Evidence in services, and People in services marketing. <i>[by Dr Orooj Siddiqui]</i></p> <p>Services Quality with an emphasis on SDGs Service Quality, GAP Model of Service Services Quality: The various gaps and the reasons of those gaps. Service Marketing Triangle. <i>[by Dr. Adeel Maqbool]</i></p>	11 AM to 12.30 PM
Module-4	<p>Focus on Customer keeping in mind the SDG to ensure prosperity. Consumer behavior in services, Customer expectations of service:- Maximum and minimum levels of expectation, Zone of tolerance. <i>[by Dr. Noor Alam Khan]</i></p>	11 AM to 12.30 PM
Module-5	<p>Practical Training with focus on SDG for Responsible Consumption and production of services <i>[by Dr. Rizwana Atiq]</i></p> <p>Case Studies <i>[By Mr. Danish Faheem.]</i></p>	11 AM to 12.30 PM

NOTE: Students need to appear for Assignments /Quizzes from each module and get minimum 50 % marks for successful completion of the course and generation of certificates.

