

MARKETING OF SERVICES

UNIT I — Lesson Plan

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Course	Marketing of Services
Unit	Unit I
Total classes	10
Topics Covered	Concept of Services; Importance of Services; Goods vs Services Marketing; Service Marketing Mix (7 Ps); Emergence & Growth of Service Sector in India; Characteristics of Services; Classification of Services; Environment of Services Marketing; Challenges to Service Marketing
Teaching Approach	Lecture-discussion, case study analysis, role play, group activities, and fieldwork anchored in Jammu & Kashmir examples (Dal Lake houseboats/shikaras, Gulmarg, handicrafts, J&K Bank, SKIMS, Kashmir University)
Assessment	Continuous class assessments: In-class quiz, two fieldwork reflections, one group case-study presentation, one written comparison test (12 marks) Industrial Visit (03 marks) Comprehensive viva (09 marks) Attendance (06 marks)

Concept and Importance of Services

Duration	2 classes
Learning Objectives	Define a service and distinguish it from a good using the goods-service continuum; Explain the economic importance of the service sector, with reference to India and J&K
Teaching Method	Interactive lecture, guided discussion, think-pair-share
Materials	PPT slides ; continuum cards; tourism case brief handout

Activity / Case Study / Fieldwork

Goods-Service Continuum Line-Up (card sorting); Mini case study on J&K tourism revival

Goods versus Services Marketing

Duration	2 classes
Learning Objectives	Compare goods marketing and services marketing across seven key dimensions; Derive marketing implications from each point of difference
Teaching Method	Lecture and group discussion
Materials	PPT slide & printed comparison table worksheet

Activity / Case Study / Fieldwork

Field Comparison Exercise: cricket bat (good) vs houseboat stay (service) across 7 dimensions

Service Marketing Mix (7 Ps)

Duration	2 classes
Learning Objectives	Explain each of the 7 Ps and why 3 Ps were added to the traditional 4; Apply the 7 Ps framework to analyse a real service business
Teaching Method	Lecture and case discussion
Materials	PPT slides

Activity / Case Study / Fieldwork

Case Study Map SKICC / a local hotel or houseboat onto all 7 Ps

Emergence and Growth of the Service Sector in India

Duration	2 classes
Learning Objectives	Trace the structural shift of the Indian economy toward services; Identify and explain at least five reasons for this growth
Teaching Method	Data-led lecture
Materials	PPT slides & fieldwork interview guide handout
Homework	Conduct the fieldwork interview

Activity / Case Study / Fieldwork

Fieldwork Assignment (outside class): interview a local service provider on 10-year business change; submit 1-page reflection linking to growth drivers

Characteristics of Services (IHIP)

Duration	2 classes
Learning Objectives	Explain Intangibility, Heterogeneity, Inseparability and Perishability; Illustrate each characteristic with a real service example
Teaching Method	Concept lecture; demonstration through role play
Materials	PPT slides ; role-play prompt cards

Activity / Case Study / Fieldwork

Role-Play Activity : 4 groups dramatize one IHIP characteristic each in a 2-minute houseboat/handicraft-shop skit

Classification of Services

Duration	1 class
Learning Objectives	Identify multiple bases on which services can be classified; Classify a given local service organisation on at least three bases
Teaching Method	Lecture ; group sorting exercise
Materials	PPT slides; service name cards; classification grid worksheet

Activity / Case Study / Fieldwork

Sorting Exercise: classify SKIMS, Kashmir University, J&K Bank, Gulmarg Gondola, cable operator, SRTC, tour operator, handicraft emporium on 3+ bases; submit worksheet

Environment of Services Marketing and Challenges to Service Marketing

Duration	1 class
Learning Objectives	Distinguish micro and macro (PESTEL) environmental forces affecting a service firm; Identify major challenges in service marketing and apply the GAP Model to diagnose service quality shortfalls
Teaching Method	Lecture-discussion; group case analysis
Materials	PPT slides (environment, PESTEL case, challenges, GAP model)
Homework	Complete GAP Model fieldwork and prepare for Unit I written test / quiz

Activity / Case Study / Fieldwork

Group Case Analysis: PESTEL of J&K tourism (20-25 min) AND Fieldwork Assignment (diagnose a service gap at a local bank/hospital using a short questionnaire, present findings next session)

Unit I — Assessment Summary

Component	Coverage	Timing	Weight
In-class Quiz	IHIP, 7 Ps, and classification bases	After Session 6	10 marks
Fieldwork Reflection 1	Local service provider growth interview (Session 4)	Before Session 5	10 marks
Fieldwork Reflection 2 / Presentation	GAP Model diagnosis at a local bank/hospital (Session 7)	One week after Session 7	10 marks
Group Case Study Presentation	7 Ps case study OR PESTEL case study (student/group choice)	During Session 3 or 7, or as take-home	20 marks
Written Test	Goods vs Services Marketing comparison, short answers	After Unit I completion	As per institutional weightage