

## **COURSE OBJECTIVES AND COURSE OUTCOMES**

**T.Y.B.M.S. (SEMESTER - V)**

**SUBJECT: MARKETING - SERVICE MARKETING**

<b>Sr. No.</b>	<b>Course Objectives</b>	<b>Course Outcomes</b>
1)	To describe the distinctive features of services and key elements in services Marketing	Learners will recognize the distinctive features of services, key elements in services marketing and Goods v/s Services Marketing
2)	To deliver insight into ways to improve service quality and productivity	Learners will familiarize with various ways to improve service quality and productivity
3)	To identify marketing of different services in the Indian context	Learners will recognize the marketing of different services in the Indian context
4)	To explain international and global strategies in service marketing	Learners will comprehend trends and ethics in international services marketing