



RAJEEV INSTITUTE OF TECHNOLOGY

Plot # 1 (D), Growth Centre, Bangalore-Mangalore Bypass Road, HASSAN- 573 201, KARNATAKA
(Affiliated to VTU, Belagavi., Approved by AICTE, New Delhi., Recognized by Govt. of Karnataka)



Lesson Plan & Work-done Diary for AY: 2022-23 ODD Semester

Course with Code: Service Marketing (20BAMM303)				Faculty: Muralidar Nayak			Semester & Section: 3 rd MM	
Module	Class No.	Date Planned (DD/MM)	Topics to be covered	TLP Planned	Date of Conduction (DD/MM)	Topics Covered	TLP Executed	Remarks if any deviation
MOD ULE-1	1	29/05	Reasons for the growth of services sector and its contribution; difference in goods and service marketing;	PPT				
	2	30/05	characteristics of services; concept of service marketing triangle	PPT				
	3	02/06	service marketing mix; GAP models of service quality.	PPT				
	4	06/06	Search, Experience and Credence property	PPT				



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MODULE-2	5	07/06	consumer expectation of services, two levels of expectation, Zone of tolerance	PPT				
	6	08/06	Factors influencing customer expectation of services.	PPT				
	7	13/06	Customer perception of services-Factors influencing customer perception of service	PPT				
	8	14/06	Service encounters, Customer satisfaction, Strategies for influencing customer perception	PPT				



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MODULE-3	9	15/06	Personality theories, Carl Jung's theory of personality types	PPT				
	10	19/06	Guilford Peogut theory, PF 16 and Type A and B.	PPT				
	11	21/06	Emotional intelligence. Basic functions of mind: Creativity and innovation.	PPT				
	12	22/06	Blocks to creativity. Creativity processes and tools-convergent and divergent thinking.	PPT				
	13	27/06	Six thinking Hats, Neuro Linguistic Programming	PPT				
	14	29/06	Myers Briggs Type Indicator test (MBTI)	PPT				
	15	30/06	Case Study	PPT				



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MODULE-4	16	04/07	Personal change meaning, nature and requisites.	PPT				
	17	11/07	Social adjustments and habit formation.	PPT				
	18	13/07	Locus of control. Habits of personal effectiveness.	PPT				
	19	14/07	Seven habits of highly effective people.	PPT				
	20	18/07	Seven habits of highly effective people.	PPT				
	21	19/07	Case Study – Personal Change					
	22	21/07	Case Study- Seven Habits					



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MODUL E-5	23	25/07	Interpersonal relations and personal growth	PPT				
	24	26/07	Interpersonal needs for openness	PPT				
	25	27/07	inclusion and control					
	26	28/07	Case Study- Interpersonal relations	PPT				
	27	31/07	Discovering the interpersonal orientation through FIRO-B.	PPT				
	28	01/08	Conflict resolution and negotiation	PPT				
	29	02/08	Case Study- Conflict management	PPT				
	30	03/08	Time management and honouring the commitments	PPT				
	31	16/08	Case study- Time management	PPT				



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MODULE-6	32	17/08	Ego states	PPT				
	33	18/08	Types of transactions and time structuring	PPT				
	34	22/08	Life position, scripts and games	PPT				
	35	23/08	T-group sensitivity training	PPT				
	36	24/08	Encounter groups	PPT				
	37	28/08	Appreciative enquiry and group relations conference	PPT				
	38	29/08	Practical simulation: T group training	PPT				
	39	30/08	Revision	PPT				
	40	31/08	Discussion: Previous question papers	PPT				



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	Acti vity	Planned	Actual	Rema rks
1	Th eor y Cla sse s	40		
2	Ass ign me nts /Q uiz zes / Sel f-st ud y	3		



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3	Tutorials / Extra classes	-		
4	Internal Assessments	3		
5	ICT based	80%		



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	Teaching (% of usage in Curriculum)		
Planning		Execution	
Faculty Signature:		Faculty Signature:	
HOD Signature:		HOD Signature:	



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