



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

**Accredited by NBA – AICTE and Accredited by NAAC – UGC
with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna
University, Chennai**

DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA403 SERVICE MARKETING

II YEAR /IV SEMESTER

Unit 1 – SERVICE MARKETING

Topic 1: SM – Classification Service market potential



WHAT IS SERVICE?

- In a literal sense a service does not involve the transfer of any tangible commodity.
- Services include a wide range varying from education, transportation, hospitality, finance, accounting, banking, insurance, taxation, consultancy, health care etc. These services are together called the services sector or the tertiary sector.





WHAT IS SERVICE?

➤ Service as an act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything.

- Philip Kotler



*Philip
Kotler*

*the father of
modern marketing*



GROWTH OF SERVICE

- Services constitute a very significant portion of the business market.
- It is the largest sector in most of the economies and it is the fastest growing sector in many of them.
- The developed economies are primarily service economies in the sense that the service sector generates bulk of the employment and income.





RECAP

QUESTIONS???

THANK YOU