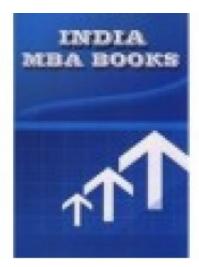
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Services Design and Development; Service Blueprinting; Service Process; Physical Evidence and Services cape. Pricing of services. (10 Hours)

Unit III

Services Distribution Management; Managing the Integrated Services Communication Mix; Managing Services Personnel. Marketing, (10 Hours)

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