

Course Title: Service Marketing

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| Course Code | : 17BA3T4MA | External Marks | : 60 |
| Core / Elective | : Core | Internal Marks | : 40 |
| Credits | : 3 | Contact Periods | : 3 |
| Year/Semester | : II year/I semester | Tutorial Periods | : 2 |

Course Objectives

This course is intended:

1. To introduce the concept of deregulation of services, growing competition, fluctuations in demand, and the application of new technologies are presenting considerable challenge to service companies.
2. To provide an understanding of consumer behavior as it applies to the purchase of services and to the interaction between customers and service providers.
3. To enable students to examine marketing in industries that deal primarily in services but also from the perspective of all organizations.

Course Outcomes

Upon completion of this course, students will be able to:

1. Recognize a comprehensive list of services and their marketing potential in different segments.
2. Differentiate between various customer groups and the service quality expected from them.
3. Apply various concepts and techniques for pricing services.
4. Evaluate marketing, specifically promotion practices and strategies that are applied in the service sector.
5. Solve the unique challenges inherent in managing and delivering service excellence at a profit.

Unit 1- Understanding services marketing: Introduction- services in the modern economy. Classification of services- Services as a system- Relationship Marketing-The nature of service consumption- Understanding customer needs and expectations.

Unit 2- Services market segmentations: The process of market segmentation- Selecting the appropriate customer portfolio- Creating and maintaining valued relations- customer loyalty- Positioning a service in the market- Planning and branding service products. New service development.

Unit 3- Pricing strategies for services: Service pricing- Establishing monetary pricing objectives- Foundations of pricing objectives- Pricing and demand- Putting service pricing strategies into practice.

Unit 4- Service promotion: The role of marketing communication- Implication for communication strategies- Setting communication objectives- Marketing communication mix.

Unit 5- Planning and managing service delivery: Creating delivery systems in price cyberspace and time- The physical evidence of the service space- The role of intermediaries-Marketing plans for services- The marketing planning process.

Case Study: Compulsory. Relevant cases have to be discussed in each unit.

Reference Books

1. Govind Apte, “Services Marketing”, Oxford University Press, New Delhi, 2009
2. Rampal MK and Gupta SL, “Service Marketing Concepts, Applications & Cases”, Galgotia Publishing Company, New Delhi.
3. Vasanthi Venugopal, “Services Marketing”, Himalaya Publishing House, 2010
4. Audrey Gilmore: “Services Marketing and Management”, Sage Publication, New Delhi, 2008.
5. Christian Gronroos: “Service Management and Marketing”, Wiley India, New Delhi, 2010
6. Douglas Hoffman K, “Marketing of Services”, Cengage learning, New Delhi, 2010
7. Gurudev Singh Thakur, “Services Marketing”, Kalyani Publications, New Delhi, 2009
8. Harsh V. Verma, “Services Marketing”, Pearson Education, New Delhi. 2009
9. Nimith Chowdhary, “Marketing of Services”, MacMillan Publishers, New Delhi, 2009
10. Rajendra Nargundkar, “Services Marketing”, TMH, New Delhi 2010.
11. Ravi Shanker, “Services Marketing”, Excel Books, New Delhi, 2010.