

BA3T5 - Services Marketing (Elective-II)

- 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.

Relevant cases have to be discussed in each unit.

Text 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

References

1. Audrey Gilmore: “Services Marketing and Management”, Sage Publication, New Delhi, 2008.
2. Christian Gronroos: “Service Management and Marketing”, Wiley India, New Delhi, 2010
3. Douglas Hoffman K, “Marketing of Services”, Cengage learning, New Delhi, 2010
4. Gurudev Singh Thakur, “Services Marketing”, Kalyani Publications, New Delhi, 2009
5. Harsh V. Verma, “Services Marketing”, Pearson Education, New Delhi. 2009
6. Nimith Chowdhary, “Marketing of Services”, MacMillan Publishers, New Delhi, 2009
7. Rajendra Nargundkar, “Services Marketing”, TMH, New Delhi 2010.
8. Ravi Shanker, “Services Marketing”, Excel Books, New Delhi, 2010