

COO4B3 Services Marketing [4 Credits]

Learning Objectives: *The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content*

UNIT 1: Introduction to Services

(12 Hours)

Meaning, Importance, and Significance of Services – Why Services Marketing? – Service and Technology – Distinctive Aspects of Service Management – Customer Involvement in Service Process – Managing Service Encounters

UNIT 2: Service Marketing Mix

(12 Hours)

Customer Expectations and Perceptions of Service – Customer Behaviour in Service Setting – Targeting Customers, Managing Relationships, Services Market Segmentation – Positioning and Differentiation of Services. Positioning a Service in Marketplace – Creating the Service Product and Adding Value – Pricing Strategies for Services

UNIT 3: CRM and its importance in Service Marketing

(12 Hours)

Customer Education and Service Promotion – Customer-Defined Service Standards. E services – online Consumer Behaviour – Self service technologies

UNIT 4: Service Quality

(12 Hours)

Service Quality in Service Marketing – Service Encounter -Role of HR & Internal Marketing - Monitoring and Measuring customer satisfaction –SERVQUAL & GAP model - Handling complaints effectively - Service Failure – Recovery

UNIT 5: Application of Service Marketing in Industries

(12 Hours)

Bank Marketing – Insurance Marketing – Transport Marketing – Tourism Marketing – Hotel Marketing – Consultancy Marketing – Personal Care Marketing – Education Marketing – Hospital Marketing – Marketing Mix of Select Services (Courier Services, Entertainment Services, Electricity Services, Telecommunications Services, Automobile Services).

Suggested Readings:

1. Zeithaml, Valerie A and Bitner, Mary Jo; Services Marketing: Integrating Customer Focus Across the Firm; TMH, 6th edition, McGraw-Hill Education India Pvt.Ltd
2. Lovelock, Christopher; Services Marketing: People, Technology, Strategy; Pearson Education Asia. 7th Ed, 2011
3. Rajendra Nargundkar, Services Marketing 3rd Edition, Tata McGraw - Hill Education, 2010
4. Govind Apte, Services Marketing 1st Edition, Oxford University Press, 2004
5. Rao, Services Marketing, Dorling Kindersley, 2011
6. Vinnie Jauhari, Kirti Dutta, Services: Marketing, Operations, and Management 01 Edition, Oxford University Press, 2009

