

Course Name: Services Marketing

Course Code: 15MB61M1

Semester III / Year II

L-T-P : 3-0-0

Credits : 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Implement the best practices of the Services Marketing
2. Apply knowledge of Customer Relationship techniques in the corporate world
3. Analyze, interpret and solve problems in service Recovery.
4. Perform lifelong learning and professional development to enrich the services marketing strategies.

SYLLABUS

Nature and Characteristics of Services; Role of Services in Indian Economy, Marketing Challenges; Services and Technology; Gaps model of service Quality; Service Quality Dimensions; Consumer behaviour in services- Consumer Service Expectations, Service Encounters. Relationship Marketing; Customer Profitability Segments; Relationship Challenges and Relationship Development Strategies. Employees' Role in Service Delivery; Customers' role in service delivery. Service Recovery – Customer responses to service failures, Customer Recovery Expectations, Service Recovery Strategies; Service Guarantees. Service Blue printing; Physical Evidence – Servicescape effects on behavior; Physical Evidence Strategy. Pricing - related to four value definitions; Delivering service through Electronic channels; Managing Supply and Demand – related strategies; Service communication challenges. Case Studies: HP Gas; Palace on Wheels; AXIS Bank; Pondicherry Tourism; India for Medical Tourism; MTNL; Tata Sky.

RECOMMENDED TEXT BOOK

Valarie Zeithaml, D D Gremler, et. al., Services Marketing, 4th Edition, TMH, New Delhi

REFERENCE BOOKS

1. Lovelock Christopher H. Managing Services: Marketing Operations and Human Resources, Englewood Cliffs, New Jersey, Prentice Hall Inc.
2. Rajendra Nargundkar, Services Marketing, 3rd Edition, TMH,
3. R Srinivasan, Services Marketing, Indian Context, Prentice Hall
4. Ravi Sankar, Services Marketing, Excel Books, New Delhi
5. Hoff Man and Bateson, Marketing of Services, Cengage learning Ltd, New Delhi
6. James A Fitzmmons & Mona J Fitzmmons, Service Management: operation, Strategy, Information, Technology, 5th Edition, TMH, New Delhi