



Course Title: SERVICE MARKETING

Course Level:UG

Course Code: MKTG305

Credit Units: Three

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	-	-	-	3

Course Objectives:

The course has been designed to familiarize students with typical characteristics of services, their design and delivery and the complexities of handling intangibles of services.

Prerequisites:

The student considering this course should have basic knowledge of Marketing Management. Exposure to industry is anticipated through family business or internship. The student needs to visualize the processes and workflow of service organizations to understand the technicalities of intangible providence to customers & the soft skills requirement of the field.

Student Learning Outcomes:

The student who completes the programme successfully will be able

- To outline and list the challenges inherent in marketing and managing services and delivering service quality.
- To comprehend strategies, tools, and approaches for addressing the challenges of services marketing.
- To deliberate the inter-functional coordination necessary to deliver quality service.

Course Contents/Syllabus:

	Weightage (%)
Module I Services an Overview	20
Descriptors/Topics <ul style="list-style-type: none">• Services: concept, characteristics.• Role of services sector in economy.	

<ul style="list-style-type: none"> • Growth of service - Global and Indian Scenario • Marketing of goods v/s marketing of services. • Significance of services marketing. • Classification of services. • Introduction to service marketing mix; 	
Module II Consumer Behaviour in Services	20
Descriptors/Topics <ul style="list-style-type: none"> • Consumer decision-making process. • Consumer Expectations: Concept. • Factors influencing customer expectation of services. • Service encounter and moments of truths. • Managing Customer Satisfaction. • Service failure and recovery. 	
Module III Service Development & Productivity	15
Descriptors/Topics <ul style="list-style-type: none"> • Service Blueprinting, • Managing service operations Physical Evidence and Servicescape. • Concept of productivity and its improvement. • Managing demand and capacity: Understanding capacity constraints, • Understanding demand patterns. • Strategies for matching demand and supply. 	
Module IV : Service Quality	25
Descriptors/Topics <ul style="list-style-type: none"> • Concept of service quality. • GAP Model of service quality. • Measuring and improving service quality. • Concept of SERVQUAL system, • Concept of CRM and enhancing quality through it. • Introduction to Six Sigma. 	
Module V Managing service personnel, Pricing and Distribution	20
Descriptors/Topics <ul style="list-style-type: none"> • Role of service personnel, Job characteristics, Internal marketing, 	

- Price determinants, pricing modifications.
- Approaches to pricing services.
- Pricing strategies linking to value definitions.
- Channel structures,
- Distribution-growth options.

Pedagogy for Course Delivery:

This class will be taught using a mix of theory and the case method. In addition to assigning the case studies, the course instructor will spend considerable time helping the students understand the concept of Services. Class participation and class discussion will part of the learning process. The students will be exposed to an array of activities like role plays to make them understand the working of service organizations.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Tata McGraw Hill Companies
- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Christopher Lovelock, Service Marketing (people, technology and strategy), Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, Galgotia Publishing Company.

Any other Study Material:

- Indian Journal of Marketing
- The IUP Journal of Services Marketing