



Course Title: STRATEGIC SERVICE MARKETING
Course Level:PG
Course Code: MKTG716
Credit Units: THREE

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Growth in the number and complexity of services continues to increase worldwide. Services represent the dominant area of job growth as far as we can predict into the future. This course analyzes the importance of services and all the elements needed to construct a Service strategy. Additionally, it examines how to design a quality service. It provides students with the requisite knowledge in the emerging field of Service Science and in particular service strategy and will qualify them for a wide variety of jobs in the Service Industry. This course is designed to strengthen and develop the students' ability to analyze and understand, evaluate and manage services in the international market.

Prerequisites:

The student opting for this course should have successfully completed the course in Marketing Management and International Strategic Marketing. The student is expected to combine the learning across specialization courses including Consumer Behavior, Cross Cultural Management and Strategic Management.

Student Learning Outcomes:

- The students who successfully complete the course will be able to identify, relate and reproduce the complex body of knowledge pertaining to services marketing.
- The graduate of the course will be better equipped to analyze, review and discuss the underlying dimensions affecting cross- cultural consumer behavior in experiencing and evaluating services.
- The student will be able to develop an executable services strategic plan, formulate a strategic service vision and conduct a strategic services assessment

Course Contents/Syllabus:

	Weightage (%)
Module I International Services Marketing - An Overview	10
<ul style="list-style-type: none">• The World of Services• Importance of Services Sector in various countries globally• Cultural fit and the service seller-buyer dyad• Internationalization of Services Sector• The limits of ICT and internet in international services marketing	
Module II Service Quality Management at Cross Cultural Level	25
<ul style="list-style-type: none">• Global differences: Consumer Search, Consumer Choice, Experience and post experience evaluation• Managing Customer Perceptions and Expectations cross-culturally• Models of Service Quality• International Customer Service Systems• Strategic Issues in Managing Service Quality• Gap Model• Service Encounters• Competitor Intelligence• Service Recovery	
Module III Market Strategies for Service Organizations	15
<ul style="list-style-type: none">• Creating Value in market oriented service organization• Strategic Pathway• Competitive advantage and competitive position• Generic Strategies to go to market• Service Profit Chain	
Module IV Services Development and Design	20
<ul style="list-style-type: none">• Global challenges of service innovation and design• New service development process• Types of Service Innovations• Stages in service innovation and development- cross-cultural considerations• Service Blueprinting• Service standardization Vs adaptation• Pricing services across borders	
Module V Managing the International Servicescape	15
<ul style="list-style-type: none">• Physical evidence	

<ul style="list-style-type: none"> • Types of Servicescapes • Strategic role of Servicescape • Servicescape effects on cross cultural consumer behaviour • International Servicescape strategy 	
Module VI Delivering and Performing Service	15
<ul style="list-style-type: none"> • Strategies for delivering Service quality through people globally • E-services-Emergence & growing importance of e-services • Self-Service Technologies • International Service distribution challenges • International Outsourcing of Services • Yield management 	

Pedagogy for Course Delivery:

The course will employ lectures, case studies and class discussions. Students will critically evaluate and discuss service strategy concepts and prepared cases. Guest speakers with relevant experiences will be invited to the class. Students will be required to take a up a project with a service company or organization, contact its management and make arrangements to conduct a strategic services assessment, write a client report and make recommendations to that organization.

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	Presentation	Attendance	

Weightage (%)	10%	10%	5%	5%	70%
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Text & References:

- Christopher Lovelock, 2010, Services Marketing, Prentice Hall, 6th Edition
- Valarie A. Zeithaml, Mary Jo Bitner, And Dwayne D. Gremler, Services Marketing, 2008
- Christopher Lovelock and Jochen Wirtz, Services Marketing, 7th Edition, 2010
- Raymond P. Fisk, Stephen J. Grove, and Joby John, Interactive Services Marketing Third Edition, 2007
- Laurie Young, Marketing The Professional Services Firm: Applying the principles and the Science of Marketing to the Professions, 2005
- Kasper Hans, 2006, Services Marketing Management: A Strategic Perspective, John Wiley & Sons, 2nd Edition

Additional Readings:

- Frances X. Frei, The Four Things a Service Business Must Get Right. Harvard Business Review, April 2008.
- Michael Porter, The Five Competitive Forces That Shape Strategy, Harvard Business Review, January 2008.
- Edward A. Barrows Jr., Four Fatal Flaws of Strategic Planning, Harvard Management Update, April 2009, Volume 14, number 4.
- Tim Brown, Design Thinking, Harvard Business Review, June 2008.
- Gail McGovern, Youngme Moon, Companies and the Customers Who Hate Them, Harvard Business Review, June 2007.