

# MNG 305 A

## SERVICES MARKETING

### Credit: 4, Class Hours: 40

**COURSE OBJECTIVE:** To understand the meaning of services and the significance of marketing the services.

**COURSE OUTCOME:** Will be able to apply the concepts of services marketing in promoting services.

**Module-I:** Introduction to services marketing, Characteristics of services compared to goods, Emergence of Service Economy, Services marketing Challenges, Service Encounter, Service Blueprint, Service triangle, Service scape , Service marketing mix,

**Module-II:** Quality Issues and Models, Gap Analysis, SERVQUAL, Application of SERVQUAL, Demand-Supply Management, Service product, New service development, Branding, Packaging, Pricing, Promotion, Service Research and innovations, Service delivery channels: direct channels, franchising, agents, brokers, internet channels, channel conflicts and resolution.

**Module –III:** Building customer relationships- Relationship marketing, Relationship value of customers, customer profitability segment, customer life time value, Relationship development strategies, Relationship challenges, e-CRM, Service Consumer Behaviour, Service failure & Recovery,

**Module-IV:** Marketing of service Sector-Financial Services, Tourism Services, Education Services, ITES, Telecom services, Health Services.

**Module – V:** The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

#### **Reference Book:**

1. Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, D. Gremler, Ajay Pandit, Mcgraw Hill
2. Services marketing, Vinnie Jauhari, Kirti Dutta, Oxford University Press
3. Services Marketing ,Rama Mohan Rao, Pearson
4. Textbook of Marketing of Services, Nimit Chowdhary, Monika Chowdhary, Macmillan
5. Services Marketing, Ravi Shankar, Excel Books
6. Services Marketing, S.M.Jha, Himalaya Publishing Home
7. Services Marketing, Ramneek Kapoor, Justin Paul, Bipal Halder, Tata Mc graw Hill
8. Marketing of Services, K.Doughlas Hoffman & John E.G.Bateson, Cengage Learning
9. Service Management and Marketing, Christian Gronroos, Wiley India
10. Services Marketing, P.K. Gupta, Everest Publishing Home
11. Services marketing, Gurdev Singh Thakur, Supreet Sandhu Babrah, Balram Dogra, Kalyani
12. Marketing of Services, Deepak Bhandri & Amit Sharma, Vrinda Publications
13. Services marketing, Rajendranargundkar, Tata Mcgraw Hill
14. Services marketing, GovindApte, Oxford University Press
15. Services marketing, Dr. S. Shaikhan, Himalaya Publishing Home

15. SERVICES MARKETING, Dr. S. SHAJAHAN, HIMMALAYA PUBLISHING HOME
16. Services marketing and Management, Dr. B. Balaji, S.Chand
17. Services marketing, Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, Pearson
18. Services marketing, Kenneth E. Glow, David L. Kurtz, Biztantra
19. Marketing of Services, S.L. Gupta, International Book Home Pvt.Ltd.
20. Services Marketing, Harsh V.Verma, Pearson
21. Services marketing, C.Bhattacharjee , Excel Books
22. Services Management, Jay A.Kandampully, Pearson