

SERVICES MARKETING (SM)

Credit: 3

Course Objective:

- To understand the meaning of services and the significance of marketing the services.
- To introduce and apply skills for the 7 Ps of services marketing and design the market plan
- To analyze the factors contributing to customer satisfaction in a service Organization

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 ofSERVQUAL, Service product, New service development, Branding, Packaging, Pricing, Promotion, Service delivery channels: direct channels, franchising, agents, brokers, internet channels, channel conflicts and resolution.

Module –III: Building customer relationships- Relationship marketing, Relationship value ofcustomers, customer profitability segment, customer life time value, Relationship development strategies, Relationship challenges, e-CRM, Service Consumer Behaviour, Service failure & Recovery, Service Research and innovations-Financial Services, Tourism Services, EducationServices, ITES, Telecom services, Health Services.

Learning Resources :

1. Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, D. Gremler, AjayPandit, McgrawHill
2. Services Marketing –Karunakaran K - Himalaya
3. Services marketing, Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, Pearson
4. Services marketing, GovindApte, Oxford UniversityPress
5. Services marketing, Rajendranargundkar, Tata McgrawHill