

MBPC3004 SERVICES MARKETING (3-0-0)

Course Objectives:

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

Module I : Introduction to Services Marketing

What are included in Services, Emergence of Service Economy and contribution to GDP, Tangibility Spectrum, Characteristics of services (Intangibility, Inseparability, Variability, Perishability), Difference between Goods and Services.

Goods and Services Continuum: (Search qualities, Experience qualities, Credence qualities), Challenges in Services Marketing.

Customer Value Hierarchy (Five Service Levels: Core, Basic, Expected, Augmented, Potential), Services Marketing Mix: 7 Ps, Service scape.

Service Marketing Triangle, Service Encounters (Phone, Face to Face, Remote), Customer defined Service Standards: (Hard Standards , Soft Standards)

Customer Expectations (Types or Levels of expectations), Zone of Tolerance.

Module II : Service Quality and Strategies

Customer's Perceived Value, GAPS model , SERVQUAL (RATER), Application of SERVQUAL, Demand and Capacity management, Service Flower (Basic Service Package), Pricing strategies in services.

Service Innovation, New Service Development Process, Service Delivery Channels (direct channels, franchising, agents, brokers, internet channels, channel conflicts and resolution), Branding Strategies for services.

Module III : Service Failure and Recovery and CRM Strategies

Customer Complaints: Why do consumers complaint? Is complaining good? Types of consumers (Passives, Voicers, Irates, Activists), H.E.A.T technique of handling consumer complaints Causes of Service Failure, Service Recovery and strategies, Service Blueprint Customer Profitability Segment, Customer's Life Time Value

Relationship Marketing - Bucket Theory, Relationship Development Strategies, e-CRM, Services Consumer Behavior Marketing of service Sector-Financial Services, Health Services, Tourism Services, Education Services, ITES, Telecom services, Hospitality.

Course Outcomes:

- CO-1: Interpret the Concept of Services and intangible products.
CO-2: Discuss the relevance of the services Industry to Industry.
CO-3: Examine the characteristics of the services industry and the modus operandi.
CO-4: Analyse and evaluate the role and relevance of Quality in Services

Text Books:

- Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, D. Gremler, Ajay Pandit, Mcgraw Hill
- Services Marketing –Karanakaran K - Himalaya
- Services marketing, Christopher Lovelock, JochenWirtz, Jayanta Chatterjee, Pearson Services marketing, Govind Apte, Oxford University Press
- Services marketing, Rajendranargundkar, Tata McgrawHill