



Marketing - II
Services Marketing: Fundamentals and New Perspectives
[Discipline Specific Course]

Semester: V

*Credits: 4

Subject Code: C52212

Lectures: 48

Course Outcomes:

At the end of this course, the learner will be able to:

- Demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities
- Relate to the key concepts and principles of services marketing.
- Elaborate the extended marketing mix for services
- Explain how the unique characteristics of service products impact on design and execution of marketing strategies for services.
- Explain how different elements of the services marketing mix can be used to address a range of marketing issues facing services organisations.
- Infer current research trends in services marketing and execute a field study as part of a team and employ effective group work strategies in a problem-solving environment

Unit 1: Services Marketing

12

- Services:
 - Meaning
 - Classification
 - Characteristics
 - Differences between goods and services
 - Sources of Service Sector growth
- Services Marketing:
 - Concept
 - Need
- Concept of Service Marketing Triangle
- Service Marketing Mix: Concept

Unit 2: Service Strategy

12

- Understanding the competitive environment of services
- Competitive Service Strategies
 - Overall Cost Leadership
 - Differentiation
 - Focus
- Mapping Patterns of Service Innovations
- Strategies for business growth: options for growth of service firm
- The Virtual Value Chain- (First, Second and Third Stage)
- Strategies for managing demand

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- Strategies for managing capacity
- Waiting line strategies
- Reimagining marketing in the next normal- Changing Consumer Behaviour and Marketers' Adaptation

Unit 3: Service Product

12

- Conceptualisation of Service:
 - Customer benefit concept
 - Service concept
 - Service offer and service package
 - Service delivery system
- Service life cycle concept
- Branding in services
 - Concept
 - Advantages
 - Emotion driven branding
- Service Positioning
 - Concept
- Approaches

Unit 4: Pricing and Promotion in Services

12

- Pricing in Services:
 - Factors affecting pricing decisions
 - Special issues of pricing in a service sector
 - Customer Focused Pricing
 - Pricing strategies
- Service Promotion mix:
 - Elements of Service Promotion Mix
 - Four Categories of Strategies to Match Service Promises with Delivery
 - IMC approach to Service Promotion

Field Studies in any of the following areas:

- Bank marketing
- Tourism Marketing
- Hospital Marketing
- Airline Marketing
- Education Marketing: International Schools
- Hotel Marketing
- Telemarketing

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

*01 credit to be evaluated as a Skill-based Component

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Recommended Reference Books:

- Clow Kenneth E., Kurtz David L. *Services Marketing*, 2e. biztantra: New Delhi; 2003.
- Dhunna Mukesh. *Services Marketing*. Wisdom Publication: New Delhi; 2012.
- Dayal Raghbir, Zachariah Peter, Rajpal Kireet. *Services Sector Management*. Mittal Publication: New Delhi; 1996.
- Fitzsimmons James A., Fitzsimmons Mona J. *Service Management*. Tata McGraw-Hill Publishing Company Ltd.: New Delhi; 2008.
- Jha S.C. *Services Marketing*. Himalaya publishing house: Mumbai; 1997.
- Kotler Philip. *Marketing Management*. Prentice-Hall of India: New Delhi; 1999.
- Nargundkar Rajendra. *Services Marketing*. Tata McGraw- Hill Publishing Company Ltd.: New Delhi; 2004.
- Payne Adrain. *Services Marketing*. Cambridge, Prentice-Hall of India Private Ltd.: 2001.
- Rao Rama Mohan K. *Services Marketing*. Pearson Education (Singapore) Pvt. Ltd.: 2005.
- Rampal M.K and Gupta S.L. *Service Marketing-Concepts, Applications and Cases*. Galgotia Publishing Company: New Delhi; 2000.
- Sinha P.K. and Sahoo S.C. *Services Marketing*. Noida, Himalaya Publishing house. 1994.
- Woodruffe Helen. *Services Marketing*. Macmillan: New Delhi; 1995.
- Zeithaml Valarie A, Bitner Mary Jo, Grempler Dwayne D, Pandit Ajay. *Services Marketing*. Tata McGraw- Hill Publishing Company Ltd.: New Delhi; 2006.

Journals:

- Indian Journal of Marketing, New Delhi
- Harvard Business Review, Noida
- Journal of Commerce and Management, Pune

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Course Outcomes:

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- Demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities
- Elaborate the extended marketing mix for services
- Demonstrate integrative knowledge of marketing issues as well as tools and models associated with service productivity, perceived quality, customer satisfaction and loyalty
- Apply relevant services marketing theory, research and analysis skills to contemporary trends and practices and communicate outcomes employing professional discourse and formats.

Unit 1: Place in Services

10

- Service site considerations
- Designing a distribution system:
 - Customer segmentation
 - Service characteristics
 - Identifying and evaluating major channel alternatives
- Strategies for effective service delivery through Intermediaries
 - Control strategies
 - Empowerment strategies
 - Partnering strategies
- Direct Distribution Vs. Indirect Distribution
- Role of customers in service delivery
- Customer Focused Distribution
- Case Study
- Internationalisation of Services

Unit 2: People and Process in Services

14

People in Services:

- The Critical importance of service employees
- Types of service personnel:
 - Contact personnel
 - Support personnel
- Job Characteristics

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- Skill variety
- Task identity
- Task significance
- Autonomy
- Feedback
- Customer Focused Personnel
 - Job descriptions
 - Recruitment
 - Training
 - Empowerment
 - Motivation and Compensation

Process in Services:

- Service Process Matrix
- Spectrum of service processes
- Blue Printing: Representing a product in the form of its molecular structure
 - Breaking down the process into logical steps
 - Recognising the variability in the process
 - Identify the backstage elements
- Service mapping- features and layers of service map
 - Line of interaction
 - Line of visibility
 - Line of internal interactions
 - Line of implementations
- Case Study

Unit 3: Physical Evidence

12

- Physical facilities
 - Essential evidence
 - Peripheral evidence
- Physical environment: Ambience, Space, Décor
- Social setting: employee appearance
- Framework for understanding servicescape effects
- Guidelines for physical evidence Strategy
- Marketing Strategies for the Service Environment
- Case Study

Unit 4: Managing Service Quality

12

- Underlying Principles of Service Quality
- Search
- Experience
- Credence
- Based on perceptions and expectations

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- RATER Concept in service quality
- Service Gap analysis
 - Service Failure and Recovery
 - Blueprint for excellence: Balanced Scorecard
- Transformative Services Research and Social Marketing
 - Case Study/ Walk- Through Audit
- Designing a Walk-Through Audit
- Implications for Management

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