

Marketing - II
Services Marketing

Semester V	Subject Code: C51712	Lectures : 60
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Objectives:

- The course would ideally leave students with an adequate foundation in crucial concepts of the services sector
- Prepare students towards future positions in relevant service industries

Unit 1: Services Marketing	12
<ul style="list-style-type: none">• Services:<ul style="list-style-type: none">○ Meaning○ Classification○ Characteristics○ Differences between goods and services○ Sources of Service Sector Growth• Services Marketing:<ul style="list-style-type: none">○ Concept○ Need• Concept of service marketing triangle• Service marketing mix: Concept	

Unit 2: Service Strategy	12
<ul style="list-style-type: none">• Understanding the competitive Environment of Services• Competitive Service Strategies<ul style="list-style-type: none">▪ Overall Cost Leadership▪ Differentiation▪ Focus• Winning Customers in the Marketplace• Technological Innovations in Services• The Competitive Role of Information in Services• Demand Variations in Services• Strategies for Managing Demand• Strategies for Managing Capacity• Waiting line strategies	

Unit 3: Service Product <ul style="list-style-type: none"> • Conceptualization of Service: <ul style="list-style-type: none"> ○ Customer benefit concept ○ Service concept ○ Service offer and service package ○ Service delivery system • Service life cycle concept • Branding in services <ul style="list-style-type: none"> ○ Concept ○ Advantages ○ Emotion driven branding • Service Positioning <ul style="list-style-type: none"> ○ Concept ○ Approaches 	12
Unit 4: Pricing and Promotion in Services <ul style="list-style-type: none"> • Pricing in Services: <ul style="list-style-type: none"> ○ Factors affecting pricing decisions ○ Special issues of pricing in a service sector ○ Alternative Approaches of pricing ○ Pricing strategies • Service Promotion mix: <ul style="list-style-type: none"> ○ Advertising ○ Sales promotion ○ Personal selling ○ Public relations and publicity 	12
Field Studies in any of the following areas: <ol style="list-style-type: none"> 1) Bank marketing 2) Tourism Marketing 3) Hospital Marketing 4) Airline Marketing 5) Education Marketing: International Schools 6) Hotel Marketing 7) Telemarketing 	

Assignments and library hours – 12 hours



Reference Books:

- Clow Kenneth E, Kurtz David L, (2003), " Services Marketing" 2e, New Delhi Biztantra
- Dhunna Mukesh (2012), "Services Marketing"1st Ed., New Delhi, Wisdom Publication
- Dayal Raghbir, Zachariah Peter, Rajpal Kireet (1996). "Services Sector Management"1st Ed., New Delhi, Mittal Publication.
- Fitzsimmons James A, Fitzsimmons Mona J, (2008), " Service Management", New Delhi, Tata Mc Graw Hill Publishing Co. Ltd. 4th Reprint
- Jha S.C (1997). "Services Marketing"2nd Ed., Mumbai, Himalaya publishing house.
- Kotler Philip (1999). "Marketing Management"10th Ed., New Delhi, Prentice-Hall of India.
- Nargundkar Rajendra (2004), "Services Marketing" New Delhi, Tata Mc Graw- Hill Publishing Company Ltd.
- Payne Adrain (2001). "Services Marketing"6th Ed., Cambridge, Prentice-Hall of India Private Ltd
- Rao Rama Mohan K. (2005). "Services Marketing" 2nd Ed., India, Pearson Education (Singapore) Pte. Ltd.
- Rampal M.K and Gupta S.L (2000), "Service Marketing-Concepts, Applications and Cases" 5th Ed.,New Delhi. Galgotia Publishing Company.
- Sinha P.K. and Sahoo S.C. (1994). "Services Marketing"1st Ed., Noida, Himalaya Publishing house.
- Woodruffe Helen (1995). "Services Marketing"1st Ed., New Delhi, Macmillan.
- Zeithaml Valarie A, Bitner Mary Jo, Gremler Dwayne D, Pandit Ajay,(2006), "Services Marketing"4th Ed., New Delhi, Tata Mc Graw- Hill Publishing Company Ltd

Suggested Reading:

Journals:

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

Websites:

- JSTOR database by INFLIBNET
- NLIST database by INFLIBNET
- Academic Search Elite database by EBSCO-HOST



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Unit 1: Place in Services	10
<ul style="list-style-type: none">• Service Site Considerations• Designing a distribution system:<ul style="list-style-type: none">◦ Customer segmentation◦ Service characteristics◦ Identifying and evaluating major channel alternatives• Strategies for effective service delivery through Intermediaries<ul style="list-style-type: none">◦ Control Strategies◦ Empowerment Strategies◦ Partnering Strategies• Direct Distribution Vs. Indirect Distribution• Role of customers in service delivery• Case Study	

Unit 2: People and Process in Services	14
<ul style="list-style-type: none">• <u>People in Services:</u>• The Critical Importance of Service Employees• Types of service personnel:<ul style="list-style-type: none">◦ Contact personnel◦ Support personnel• Job Characteristics<ul style="list-style-type: none">◦ Skill variety◦ Task Identity◦ Task Significance◦ Autonomy◦ Feedback• Customer Focused Personnel<ul style="list-style-type: none">◦ Job Descriptions	

- Recruitment
- Training
- Empowerment
- Motivation and Compensation

Process in Services:

- Designing Service Process
- 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
 - Decor
- Social setting: Employee appearance
- Framework For Understanding Servicescape effects
- Guidelines for Physical Evidence Strategy
- Case Study

Unit 4: Managing Service Quality

12

- Underlying Principles of Service Quality
 - Search
 - Experience
 - Credence
 - Based on Perceptions and Expectations
- RATER Concept in service quality
- Service Gap analysis
- Service Failure and Recovery

- Programs for Organisational Quality Improvement
- Case Study

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