



SEMESTER	IV
TITLE OF THE SUBJECT	Services Marketing
COURSE CODE	04MB1408
DURATION	42 Hrs
CREDITS	3

Course Outcomes: After studying this course, student should be able to:

- Understand Services and its importance in marketing.
- Analyze the Differences in consumer v/s industrial services.
- Evaluate the implication of services on 7P's.
- Develop strategies on how to go for customer retention and its ways.
- Implement the role of Technology in services.

Course Contents:

Unit No	Unit / Sub Unit	Sessions
I	INTRODUCTION TO SERVICES: Introduction to Services, Nature & Characteristics of Services, Classification of services, Consumer Versus Industrial Services, case study	06
II	SERVICES MARKETING MIX : Introduction TO THE 7Ps of Service Marketing, Product-Service Continuum, Standalone service Products, Service Products bundled with tangible Products, case study	08
III	CUSTOMER SATISFACTION & SERVICE QUALITY Monitoring and measuring customer satisfaction, Order taking and Fulfilment, Service Guarantee – Handling complaints effectively, Defects, failures & Recovery, Service Quality Models – GAPS Model & SERVQUAL, case study	08
IV	TECHNOLOGY & SERVICE STRATEGY : Applying Technology to service settings, e- services, Global and Indian Scenario is service sector, Importance of Service marketing, Every business is a service business, Service as a key differentiator , case study Indian Scenario is service sector, Importance of Service marketing, Every business is a service business, Service as a key differentiator	6

V	<p>CONTEMPORARY ISSUES IN SERVICES MARKETING Integrated Services Marketing</p> <p>Communication</p> <ul style="list-style-type: none"> • The need for Coordination in marketing communication • Key Service Communication Challenges <p>Five Categories of Strategies to match service promises with delivery</p> <p>Pricing of Services</p> <ul style="list-style-type: none"> • Three key ways that service prices are different for customers • Approaches to pricing services <p>Pricing strategies that link to four value definitions</p> <p>The Financial and Economic Impact of Services</p> <ul style="list-style-type: none"> • Service and Profitability • Offensive and Defensive marketing effect of service • Customer Perceptions of service quality and purchase intentions <p>The key drivers of service quality, customer retention and profits</p> <p>Case Study</p>	14
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Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Particulars	Weight age
A	Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.)	20% (C.E.C.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

Text Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Zeithaml, Bitner, Gremler & Pandit	Services Marketing	McGraw-Hill	6 th edition 2013
T-02	R. Srinivasan	Services Marketing	Prentice-Hall of India	4 th edition 2014



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Reference Books:

Sr.No	Author/s	Name of the Book	Publisher	Edition and Year of Publication
R-01	Christopher Lovelock	Services Marketing	Pearson	6 th edition 2009
R-02	Rampal & Gupta	Service Marketing	Pearson	7 th edition 2017