

COURSE TITLE	PRINCIPAL OF MARKETING IN SERVICE INDUSTRIES
COURSE CODE	04AH0306
COURSE CREDITS	2

Course Outcomes: After completion of this course, student will be able to:

- 1 Evaluate how to adapt traditional marketing strategies to meet the needs of the service industry, emphasizing the role of customer experience and service delivery.
- 2 Develop customer-centric marketing strategies by identifying customer needs, preferences, and expectations specific to services.
- 3 Analyze the role of customer satisfaction, loyalty, and retention in service marketing and implement strategies to enhance customer experience.
- 4 Develop strategies for managing customer expectations before, during, and after the service encounter.
- 5 Develop how to segment customers based on factors such as demographics, purchasing behavior, and price sensitivity.

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
2	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Introduction to Service Marketing Understanding the Nature of Services, The Role of Service Marketing, Challenges in Marketing Services, Marketing Communications for Services	15
2	Service Marketing Communication Social Media and Digital Marketing in Service Industries communication, Communicating the Service Offer, Digital Marketing for Service operation, Trends and Shaping of Service Marketing	15
Total Hours		30

Textbook :

- 1 Services Marketing, Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, McGraw-Hill Education, 2024
- 2 The Marketing Book, Michael J. Baker, Susan Hart, Routledge, 2024
- 3 The Pricing and Revenue Management of Services, Irene C. L. Ng, Routledge, 2023

References:

- 1 Services Marketing, Services Marketing, H. L. Mehta, Excel Books, 2022
- 2 Pricing Services and Revenue Management: 4, Pricing Services and Revenue Management: 4, Jochen Wirtz, World Scientific Publishing Co Inc (USA), 2019

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Project Based Learning Case Based Learning Flipped Classroom Collaboration Learning