



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

<b>Semester: V</b>	<b>*Credits: 4</b>	<b>Subject Code: C52212</b>	<b>Lectures: 48</b>
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**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

<b>Unit 1: Services Marketing</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Services:             <ul style="list-style-type: none"> <li>○ Meaning</li> <li>○ Classification</li> <li>○ Characteristics</li> <li>○ Differences between goods and services</li> <li>○ Sources of Service Sector growth</li> </ul> </li> <li>• Services Marketing:             <ul style="list-style-type: none"> <li>○ Concept</li> <li>○ Need</li> </ul> </li> <li>• Concept of Service Marketing Triangle</li> <li>• Service Marketing Mix: Concept</li> </ul>	

<b>Unit 2: Service Strategy</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Understanding the competitive environment of services</li> <li>• Competitive Service Strategies             <ul style="list-style-type: none"> <li>○ Overall Cost Leadership</li> <li>○ Differentiation</li> <li>○ Focus</li> </ul> </li> <li>• Mapping Patterns of Service Innovations</li> <li>• Strategies for business growth: options for growth of service firm</li> <li>• The Virtual Value Chain- (First, Second and Third Stage)</li> <li>• Strategies for managing demand</li> </ul>	

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<ul style="list-style-type: none"> <li>• Strategies for managing capacity</li> <li>• Waiting line strategies</li> <li>• Reimagining marketing in the next normal- Changing Consumer Behaviour and Marketers' Adaptation</li> </ul>	
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<b>Unit 3: Service Product</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Conceptualisation of Service:             <ul style="list-style-type: none"> <li>○ Customer benefit concept</li> <li>○ Service concept</li> <li>○ Service offer and service package</li> <li>○ Service delivery system</li> </ul> </li> <li>• Service life cycle concept</li> <li>• Branding in services             <ul style="list-style-type: none"> <li>○ Concept</li> <li>○ Advantages</li> <li>○ Emotion driven branding</li> </ul> </li> <li>• Service Positioning             <ul style="list-style-type: none"> <li>○ Concept</li> </ul> </li> <li>• Approaches</li> </ul>	

<b>Unit 4: Pricing and Promotion in Services</b>	<b>12</b>
<ul style="list-style-type: none"> <li>• Pricing in Services:             <ul style="list-style-type: none"> <li>○ Factors affecting pricing decisions</li> <li>○ Special issues of pricing in a service sector</li> <li>○ Customer Focused Pricing</li> <li>○ Pricing strategies</li> </ul> </li> <li>• Service Promotion mix:             <ul style="list-style-type: none"> <li>○ Elements of Service Promotion Mix</li> <li>○ Four Categories of Strategies to Match Service Promises with Delivery</li> <li>○ IMC approach to Service Promotion</li> </ul> </li> </ul>	

<b>Field Studies in any of the following areas:</b>
<ul style="list-style-type: none"> <li>• Bank marketing</li> <li>• Tourism Marketing</li> <li>• Hospital Marketing</li> <li>• Airline Marketing</li> <li>• Education Marketing: International Schools</li> <li>• Hotel Marketing</li> <li>• Telemarketing</li> </ul>

#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 Raghubir, 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, Gremler 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:**

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
- 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.

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

<b>Unit 2: People and Process in Services</b>	<b>14</b>
<p><b>People in Services:</b></p> <ul style="list-style-type: none"> <li>• The Critical importance of service employees</li> <li>• Types of service personnel:             <ul style="list-style-type: none"> <li>○ Contact personnel</li> <li>○ Support personnel</li> </ul> </li> <li>• Job Characteristics</li> </ul>	

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<ul style="list-style-type: none"> <li>○ Skill variety</li> <li>○ Task identity</li> <li>○ Task significance</li> <li>○ Autonomy</li> <li>○ Feedback</li> <li>● Customer Focused Personnel               <ul style="list-style-type: none"> <li>○ Job descriptions</li> <li>○ Recruitment</li> <li>○ Training</li> <li>○ Empowerment</li> <li>○ Motivation and Compensation</li> </ul> </li> </ul> <p><b>Process in Services:</b></p> <ul style="list-style-type: none"> <li>● Service Process Matrix</li> <li>● Spectrum of service processes</li> <li>● Blue Printing: Representing a product in the form of its molecular structure               <ul style="list-style-type: none"> <li>○ Breaking down the process into logical steps</li> <li>○ Recognising the variability in the process</li> <li>○ Identify the backstage elements</li> </ul> </li> <li>● Service mapping- features and layers of service map               <ul style="list-style-type: none"> <li>○ Line of interaction</li> <li>○ Line of visibility</li> <li>○ Line of internal interactions</li> <li>○ Line of implementations</li> </ul> </li> <li>● Case Study</li> </ul>	
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<b>Unit 3: Physical Evidence</b>	<b>12</b>
<ul style="list-style-type: none"> <li>● Physical facilities           <ul style="list-style-type: none"> <li>○ Essential evidence</li> <li>○ Peripheral evidence</li> </ul> </li> <li>● Physical environment: Ambience, Space, Décor</li> <li>● Social setting: employee appearance</li> <li>● Framework for understanding servicescape effects</li> <li>● Guidelines for physical evidence Strategy</li> <li>● Marketing Strategies for the Service Environment</li> <li>● Case Study</li> </ul>	

<b>Unit 4: Managing Service Quality</b>	<b>12</b>
<ul style="list-style-type: none"> <li>● Underlying Principles of Service Quality</li> <li>● Search</li> <li>● Experience</li> <li>● Credence</li> <li>● Based on perceptions and expectations</li> </ul>	

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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

**Field Studies in any of the following areas:**

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- Hospital Marketing
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Faculty	Dr. Dimple Buche	<i>Dimple</i> 23/8/21
Faculty	Ms. Rajni Singh	<i>Rajni</i> 23/8/21
Faculty	Ms. Shanthi Fernandes	<i>Shanthi</i> 23/8/21
Subject Expert (Outside SPPU)	Dr. K. Rajagopal	<i>K Rajagopal</i> 23/8/21
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	<i>Sumita</i> 23/8/21
VC Nominee	Dr. Shubhangi Joshi	<i>Shubhangi</i> 23/8/21
Industry Expert	Mr. Sanjay Kulkarni	<i>Sanjay</i> 23/8/21
Alumni	Ms. Shivani Sinha	<i>Shivani</i> 23/8/21

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