

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	12
<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 	

Unit 4: Pricing and Promotion in Services	12
<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 	

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 Raghubir, 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 Valerie 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

Marketing –II
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Objectives:

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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 	

<ul style="list-style-type: none"> ○ Recruitment ○ Training ○ Empowerment ○ Motivation and Compensation <p><u>Process in Services:</u></p> <ul style="list-style-type: none"> ● Designing Service Process ● Spectrum of Service Processes ● Blue Printing: Representing a product in the form of its molecular structure <ul style="list-style-type: none"> ○ 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 <ul style="list-style-type: none"> ○ Line of interaction ○ Line of visibility ○ Line of internal interactions ○ Line of implementations ● Case Study 	
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Unit 3: Physical Evidence	12
<ul style="list-style-type: none"> ● Physical facilities <ul style="list-style-type: none"> ○ Essential evidence ○ Peripheral evidence ● Physical environment: <ul style="list-style-type: none"> ○ 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
<ul style="list-style-type: none"> ● Underlying Principles of Service Quality <ul style="list-style-type: none"> ○ 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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