

17BB314-SERVICES MARKETING

Course Objective:

To facilitate the students about the concepts of Services Marketing through cases.

Course Outcomes:

At the end of the course students should be able to understand

- Marketing Management of companies offering Services as product.
- Characteristics of services,
- Consumer behaviour in services, align service design and standards
- Delivering service, managing services promises.

UNIT - I: Foundations of Service Marketing: What are Services? Why Services Marketing? Role of Services in Modern Economy, Service and Technology, characteristics of services compared to goods, Services Marketing Mix, staying focusing on customer, Gaps model of Service Quality-Customer Gap, Provider Gap and Closing Gap. Case 1: The United Indian Bank (Govind Apte Page no 55-56) Case 2: Online air travel: Expedia, Orbitz and Travelocity lead the pack (John E.G.Bateson Page no 82- 83)

UNIT - II: Focus on the Consumer: Consumer behaviour in services, Consumer expectations in service, consumer perceptions of service, Understanding Consumer Requirements-listening to customers through research, building customer relationships, service recovery. Case1: The Crestwood Inn, (John E.G.Bateson Page no 320-321) Case 2: Population growth and the urban poor (Vinnie Jauhari, Kirti Dutta Page no 106-108)

UNIT - III: Aligning Service Design and Standards: Service innovation and design-challenges, types of service innovations, stages in service innovation and development, service blueprinting, high performance service innovations, new Service Development Processes, Customer defined service standards-factors, types, and development, Physical Evidence and the Services cape. Case 1: Physical evidence a case of KF. (Vinnie Jauhari Page 236-238). Case 2: IT Trainers Limited. (Govind Apte Page no 186).

UNIT - IV: Delivering and Performing Service: Employee's roles in service delivery, customer's roles in service delivery, delivering service through intermediaries

and electronic channels, managing demand and capacity. Case 1: Relationship between Employee satisfaction, Customer satisfaction and market share: The case of Hewlett-Packard, (Vinnie Jauhari Page 336). Case 2: Total Assurance Ltd. (Govind Apte Page 207-208).

UNIT - V: Managing Service Promises: Integrated services marketing communications-need for coordination, five categories of strategies to match service promises with delivery, Pricing of Services-three key ways that service prices are different for customers, approaches to pricing services, pricing strategies that link to the four value definitions. Case 1: Why Differential Pricing helps the poor? (Vinnie Jauhari et al Page 336).

Text book

1. Valarie A. Zeithaml & Mary Jo-Bitner: Services Marketing – Integrating customer focus across the firm, TMH, Fifth edition, 2011.
Journals: Indian Journal of Marketing, MICA Communications Review.

Reference Books:

1. John E.G. Bateson, K. Douglas Hoffman: Services Marketing, Cengage Learning, Fourth Edition, 2012.
2. R. Srinivasan, Services Marketing the Indian context, 3rd edition, PHI, 2012.
3. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Services Marketing, 7th edition Pearson 2013.
4. K. Rama Mohan Rao, Services Marketing, 2nd edition Pearson, 2011.
5. Dr. S. Shajahan, Services Marketing, 2nd edition, HPH, 2012.
6. Ramneek Kapoor, Justin Paul, Biplab Halder, Services Marketing Concepts and Practices, TMH, 2011.
7. Rajendra Nargundkar, Services Marketing, , 3rd edition, TMH, 2012.
8. Gupta, Services Marketing, Everest, 2007