

# 17MB210 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.

**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.

**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.

**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.

**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.

## Skill Development:

*(These activities are only indicative, the Faculty member can innovate)*

1. Find five effective service advertisements in newspapers and magazines. According to the criteria given in this chapter, identify why they are effective. Critique them using the list of criteria and discuss ways they could be improved.
2. Consider that you are the owner of a new private college and can prepare a value/price package that is appealing to students. Describe your approach. How does it differ from existing offerings?

3. Visit a service provider of your choice. Experience the service firsthand if possible and observe other customers for a period of time. Describe the consumers experience in detail in terms of what happened throughout the process and how customers, including yourself, felt about it. How could the service experience be improved?
4. Try a service you have never tried before on the internet. Analyze the benefits of this service. Was enough information provided to make the service easy to use? How would you compare this service to other methods of obtaining the same benefits?
5. List five incidents in which a service company has exceeded your expectations. How did you react to the service? Did these incidents change the way you viewed subsequent interactions with the companies? In what way?

**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