

PAPER CODE: 507: SERVICES MARKETING

Learning Objectives:

- Give learners an overview of the environmental factors which influence services marketing decisions
- Introduce learners to the need to develop an appropriate marketing mix
- Familiarise learners with the role of marketing to service providers.

UNIT- I: CONCEPT OF SERVICES:

Concept of Services: Introduction, Growth and Role of Services, Differentiation of Goods and Services, Goods Services Continuum, Service Characteristics and Classifications, Industrial Services

UNIT- II: SERVICE QUALITY:

Service Quality: Measuring Service Quality, SERVQUAL, Understanding Quality and Productivity, Service Quality Dimensions, RATER, Quality Gaps and their Closing.

UNIT-III: MANAGING SERVICES:

Concept of Services Marketing: Role of Marketing in Services, Service Marketing Mix, Service Marketing Triangle- External Marketing, Internal Marketing, Relationship Marketing and Interactive Marketing Managing Effective Service Delivery: Managing Demand and Capacity, Importance of Employees, Intermediaries and Customer Participation in Effective Delivery, Channel Selection

UNIT- IV: BUYER'S BEHAVIOUR

Knowledge of Buyer's Behaviour: Decision Making Roles, Consumer Decision Making, Consumer Evaluation of Services, Customer Expectations and Perceptions of Services

UNIT- V: MARKETING STRATEGIES:

Marketing Strategies for Service Marketing: Segmentation, Targeting and Positioning, Differentiation, Pricing and Market Communication

REFERENCE BOOKS:

1. Valarie a. Zeithmal, "Services Marketing", Tata Mc Graw Hill, 6th Edition
2. Christopher Lovelock, "Services Marketing: People, technology and strategies, Pearson Education, 8th Edition
3. Rampal M. K and Gupta S. L, "Services Marketing Concepts, Applications and Cases, 2000,
4. C Bhattacharjee, " Services marketing; Concepts and Planning", 2010, Excel Books, New

Delhi.

Learning Outcomes :

- Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner;
- Use critical analysis to perceive service shortcomings with reference to ingredients to create service excellence;