

## **MB404.2: Services and Global Marketing**

### **Course Objectives:**

Provide learners with a clear understanding of the concepts and business functions of services marketing in the hospitality industry

- Familiarise learners with the role of marketing to service providers.
- Understand the theory and concepts pertaining to Services marketing.
- Define the role of Services marketing and discuss its core concepts and explain the relationship among customer value, satisfaction, productivity and quality.
- Discuss how marketing managers go about developing profitable customer relationships in the Services marketing area

### **Unit-I: Service:**

Concepts, Scope of Services, Goods-Services Continuum. 4Is of Services, Goods and Services, Categorization, Industrial Services, Segmentation, Target Marketing and Positioning, Customer Expectations and Perceptions of Services.

### **Unit-II: Service Marketing Mix:**

Product, Pricing, Place, Promotion, People, Physical Evidence and Process, Service Quality-Dimensions of Quality, Understanding Quality Management, Measuring Service Quality.

### **Unit-III: Strategies for Marketing:**

Overview, Strategies for Dealing with Intangibility, Inventory, Inconsistency and Inseparability, Building Customer Relationship through Segmentation and Retention Strategies, Service Marketing Triangle - External Marketing, Internal Marketing, Relationship Marketing and Interactive Marketing.

### **Unit-IV: Services Sector and Globalization of Services:**

An Overview of the Services Sector, Financial, Health, Transport, Tourism, Hospitality, IT and ITES, Transport, Education and Professional Services, Globalization and India, Five Stages of Globalization, Standardization Vs. Customization, Managing Employees/Partners in the Process of Globalization

### **Unit-V: Introduction to Global Marketing:**

Importance of Global Markets, Consumer Markets, The Environment of Global Marketing, Cultural Economic, Demographic, Political, Government and Technological Environment, Global Marketing Opportunities.

### **Suggested Books:**

1. C. Bhattacharjee, "Services Marketing, Concepts and Planning", 2010, Excel Books, New Delhi.
2. Lovelock, Chatterjee, "Services Marketing People, Technology Strategy", 2006, 5th Ed, Pearson Ed
3. Francis Cherunilam, "International Marketing", 2008, HPH, Mumbai, 11th Ed.
4. Rampal M. K and Gupta S. L, "Services Marketing Concepts, Applications and Cases, 2000, Galgotia Publishing Company New Delhi.
5. Svend Hollensen, "Global Marketing", 7<sup>th</sup> Edition, Pearson Publication

### **Course Outcomes :**

On successful completion of this course, students will be able to:

- 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;
- Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way;
- Identify and discuss characteristics and challenges of managing service firms in the modern world including cultural implications;
- Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system.
- Work effectively and efficiently in a team addressing services marketing topics.
- Identify the special management issues and unique challenges involved in marketing and managing services
- Understand the expectations of customers and know how to translate this knowledge into genuine value for customers
- Interpret service behaviour and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management
- Appreciate, modify, and/or extend new theories and concepts pertaining to explaining the characteristics of customers' purchasing and consumption behavior of services and service firms' marketing behaviour
- Apply new approaches to managing customer satisfaction and loyalty Understand current research trends in services marketing and management