**Syllabus for Master of Business Administration, 4th Semester**

**Functional Area Specialization: Marketing Management Subject**

**Name: Services Marketing (SM)**

**Subject Code: 4549221**

**With effective from academic year 2018-19**

# Learning Outcomes:

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| **Learning Outcome Component** | **Learning Outcome (Learner will be able to)** |
| Business Environment and Domain Knowledge (BEDK) | * *Develop* and *justify* marketing planning and control systems appropriate to service-based activities. * *Demonstrate* integrative knowledge of marketing issues associated with service productivity, perceived quality, and customer satisfaction and loyalty. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * *Conduct* an investigation of service delivery systems, collecting, analysing data, and synthesising   information to provide valid conclusions. |
| Global Exposure and Cross- Cultural Understanding (GECCU) | * *Discuss* the influences of the multicultural marketplace and global trends in services on services   marketing. |
| Social Responsiveness and Ethics (SRE) | * *Discuss* the influences of business ethics and socially responsible marketing on services marketing. |
| Effective Communication (EC) | * *Prepare*, communicate and *justify* marketing mixes and information systems for service-based   organisations. |
| Leadership and Teamwork (LT) | * *Exhibit* the capability to work effectively within a service team environment. |

1. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

# Course Contents:

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| **Module No:** | **Contents** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **Basics of Services Marketing:**   * Basic concept of services * Broad categories of services * Distinctions between services and goods; Services Marketing Mix – 7 Ps   **Customer Behaviour in Service Encounter:**   * Pre-purchase Stage * Service-Encounter Stage * Post-Encounter Stage * Customer Expectations and Perceptions of Services – Zone of Tolerance * Customer driven services marketing * Segmenting Service markets * Principles of positioning services | 10 | 18 |
| **II** | **Services Marketing Mix:**   * Service as a Product   + Core and Supplementary Elements   + Branding Service Firms   + Products and Experiences   + New Service Development | 10 | 17 |
|  | * Pricing Services   + Pricing Strategies   + Role of Non-Monetary Costs   + Revenue Management, Yield Management * Delivering the Services   + Service Distribution, Role of Customers in Service Delivery   + Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies |  |  |
| **III** | **Services Marketing Mix:**   * Promoting Services   + Strategic Service Communication   + Promoting Tangibles and overcoming problems of intangibility   + Crafting Effective Messages, Services Marketing Communication Mix   **Services Marketing Mix - Expanded:**   * People in Services   + Role and importance of human resource in service delivery   + Effective HRM Practices   + Service Culture and Leadership * Service Process   + Designing & documenting service processes   + Service blueprinting   + Service Process Redesign | 10 | 18 |
| **IV** | **Services Marketing Mix - Expanded:**   * Physical Evidence of Services- Purpose Service Environment, Dimensions and Consumer Response Theory.   **Managing Capacity and Demand:**   * Understanding Capacity * Demand Patterns * Strategies for Matching Capacity and Demands   **Service Quality:**   * Services Quality   + Gaps Model; Measuring and Improving Service Quality.   + Soft and hard measures of service quality   **Complaint handling and Service Recovery:**   * Customer complaining behaviour * Customer responses to effective service recovery * Principles of effective service recovery | 10 | 17 |

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| **V** | **Practical:**  The students are required to undertake the practical work related to services and relationship marketing from any of the below mentioned areas:   * Understand the current extended marketing mix of any service organization, identify the gaps in services and develop a new framework/plan/strategy of extended marketing mix for them. * A detailed study of any of the extended marketing mix element: viz: understanding the current strategy, identifying the gap and framing a new strategy for better outcome. * Study of the current blueprint of the service organization, identifying the gaps and developing a new service blueprint (This can be undertaken for those service organization that are in requirement of changing the blueprint). * Understanding the productivity trade-off of a service organization and developing new strategies to increase the productivity. * Conducting a small-scale research on finding the gaps in the service quality of the organization, analyze the data and suggest and find the managerial implications of the results. * Study the CRM of a large service organization. * Comparison of the loyalty programs of competing service organizations. * Students can use TOPSIS. * Any other area of interest of the student/s. | --- | (30 marks CEC) |

1. **Pedagogy:**
   * ICT enabled Classroom teaching
   * Case study
   * Practical / live assignment
   * Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

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| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component | 30 marks |
| * Class Presence & Participation | 10 marks |
| * Quiz | 10 marks |
| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books:

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| --- | --- | --- | --- | --- |
| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of Publication / Edition** |
| 1 | Jochen Wirtz, Christopher Lovelock, Jayanta  Chatterjee | Services Marketing: People, Technology,  Strategy | Pearson | 2017 / 8th |
| 2 | Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremier, Ajay Pandit | Services Marketing: Integrating Customer Focus Across the  Firm | McGraw Hill | 2017 / 6th |
| 3 | Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit | Services Marketing: Integrating Customer  Focus Across the Firm | McGraw Hill | 2018 / 7th |
| 4 | K. Rama Mohan Rao | Services Marketing | Pearson | 2011 / 2nd |
| 5 | Rajendra Nargundkar | Services Marketing | McGraw Hill | 2010 / 3rd |
| 6 | Priyanka B. Joshi | Services Marketing | Everest | 2015 / 1st |
| 7 | R. Srinivasan | Services Marketing: The Indian Context | PHI | 2014 / 4th |
| 8 | Vasanti Venugopal, Raghu  V. N. | Services Marketing | Himalaya | 2015 / 1st |
| 9 | K. Douglas Hoffman, John  E. G. Bateson | Services Marketing: Concepts, Strategies  and Cases | Cengage | 2017 / 5th |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

# List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Services Marketing
2. Services Marketing Quarterly
3. Services Marketing Journal (IUP)
4. Journal of Financial Services Marketing
5. Indian Journal of Marketing
6. <https://nptel.ac.in/courses/110105038/15>