

Course Name- Service Marketing

Course Code- MS 505

Course Credits: 6

Course Objective: The emergence of tertiary sector calls for better understanding of services development and delivery. This paper aims at providing the students the intricacies process of services marketing.

BLOCK I SERVICE MARKETING

Unit I Marketing of Services: An Introduction

Unit II Managing Demand for Services

Unit III Different Aspects of Yield Management

Unit IV Understanding the Framework for Services Marketing Management.

Unit V Positioning and Focusing

BLOCK II STRATEGIC ISSUES OF SERVICES MARKETING

Unit VI Knowledge of Buyer Behaviour in Services

Unit VII Customer Expectation and Customer Groups

Unit VIII Customer Perception and the Service Quality

Unit IX Customer Relationship

Unit X Service Guarantee and Service Recovery

BLOCK III TOOLS FOR SERVICE MARKETERS

Unit XI Creating, Delivering and Service Development Design

Unit XII Understanding the Customer Defined Services Standards

Unit XIII Physical Evidence and Process in Services Marketing

Unit XIV Focus on Employees' role and Empowerment of Services

Unit XV Customer's Role in Service Delivery

BLOCK IV MARKETING OF FINANCIAL SERVICES

Unit XVI Marketing of financial services, Banking, Financial Institutions

Unit XVII Communication & Information Service Marketing-Telecom, Computer, Courier

Unit XVIII Globalization of Marketing of Services

Unit XIX Marketing of Health Services, Hospitality Services including Travel, Hotels and Tourism

Unit XX Strategic marketing management for services

Unit XXI Internal Marketing of a Service - External versus Internal Orientation of Service Strategy

Unit XXII Service Quality and Issues

Unit XXIII Emerging Trends of Service marketing and role of internet

Suggested Readings:

1. Kenneth E Clow, et. al “Services Marketing Operation Management and Strategy” Biztantra, New Delhi, 2004.
2. Christropher H.Lovelock, Jochen Wirtz, “Services Marketing”, Pearson Education, New Delhi, 2004.
3. Halen Woodroffe, “Services Marketing”, McMillan Publishing Co, New Delhi 2003.
4. Nimit Chowdhary and Monika Choudhary, “Text book of Marketing of Services”, the Indian experience, MacMillan Publishing Co, New Delhi, 2005.
5. Christian Gronroos, “Services Management and Marketing a ‘CRM Approach”, John Wiley and sons England 2001.
6. Bhattacharjee, “Services Management, An Indian Respective” Jaico Publishing House, Chennai, 2005.