

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2	MBA-412	Service Marketing	Elective	4	4	0	0	30	70	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -	
CO1	Understand the important concepts of service marketing.
CO2	Appreciate the consumer expectations, perceptions and relationships with respect to services.
CO3	Apply marketing principles to develop and design service standards.
CO4	Evaluate the role of employees, intermediaries and customers for service delivery and recovery.
CO5	Develop an integrated service marketing communication plan for different use cases.

Detailed Syllabus

Unit I:

Introduction To Services: The Emergence of Service Economy: Contributory Factors; Characteristics of Service Marketing, Understanding the 7 Ps in Services Marketing, Strategic Issues in Services Marketing – Market Segmentation and Targeting, Positioning and Differentiation of Services; GAPS Model of Service Quality.

Unit II:

Consumer Behavior in services: Understanding the Customer - Customer Expectations of Services; Customer Perceptions of Services; Listening to customer, Building Customer Relationship; Building Customer Loyalty.

Unit III

Service Design: Service Development and Design, Customer Defined Service Standards, Physical Evidence in Services.

Unit IV

Delivering Services - Role of Employees and Customers in Service Delivery, Role of Intermediaries; Service Process– Blue Printing; Service Recovery.

Unit V

Promoting Services: Integrated Marketing Communication; Pricing of Services; Branding Decisions in services; Service culture.

Textbooks

S. No	Name of the Suggested Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Services marketing: integrating customer focus across the firm	Zeithaml, V., Gremler, D., Bitner, M. J., & Pandit, A.	New Delhi: McGraw Hill	7 th (2017)
2	Service marketing: people technology and strategy	Lovelock, C., & Chatterjee, J	New Delhi: Thomson- South Western	6 th (2006)

Reference Books

S. No	Name of the Suggested Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1.	Understanding services management: Integrating marketing, organizational behaviour, operations and human resources management	Glynn, W. J., & Barnes, J. G.	Prentice Hall	2 nd (2002)