

| 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:

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| At the end of the course the student will be able to :- | |
| CO1 | Describe the important concepts of service marketing. |
| CO2 | Articulate the consumer expectations, perceptions and relationships with respect to services. |
| CO3 | Analyze the 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**Section A**

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.

(10 Hrs)

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.

(9 Hrs)

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

(9 Hrs)**Section B**

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

(10 Hrs)

Unit V: Promoting Services: Integrated Marketing Communication; Pricing of Services; Branding Decisions in services; Service culture. Marketing of Services with special reference to Financial Services - Health Services - Hospitality Services including Travel, Hotels and Tourism - Professional Services - Public Utility Services - Communication Services - Educational Services.

(10 Hrs)**Textbooks**

| S. No | Name of the 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., & Mende, M. | New Delhi: McGraw Hill | 8 th (2024) |
| 2 | Service marketing: people technology and strategy | Lovelock, C., Writz, J., & Chatterjee, J | Pearson | 7 th (2011) |

Reference Books

| S. No | Name of the 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 (2007) |