



Kot Bhalwal, Jammu



Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

## COURSE HANDOUT

SERVICE MARKETING (MBA-412)

MBA-4<sup>TH</sup> SEMESTER

ACADEMIC YEAR (2023-24)

**Ajay Khajuria**

Professor-of-Practice

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

KotBhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
MBA-412	Services 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.

#### 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 Hours)

#### 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.

(10 Hours)

#### Unit-III

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

(10 Hours)

#### Unit-IV

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

(9 Hours)

#### Unit-V

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

(9 Hours)

#### Textbooks

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

#### Reference Books

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



COURSE PLAN		
Unit-I Introduction to Services		
S.No	Topics	Recommended Books
1	The Emergence of Service Economy	Book 1, Ch.1
2	Contributory Factors; Characteristics of Service Marketing	Book 1, Ch.1
3	Understanding the 7 Ps in Services Marketing	Book 2, Ch.1
4	Strategic Issues in Services Marketing	<a href="http://hbr.org">The Four Things a Service Business Must Get Right (hbr.org)</a> Book 2, Ch.1
5	Market Segmentation and Targeting	Book 2, Ch.3
6	Positioning and Differentiation of Services	Book 2, Ch.3
7	GAPS Model of Service Quality.	Book 1, Ch.2
Unit-II Consumer behavior in services		
8	Understanding the Customer	Book 1, Ch.5
9	Customer Perceptions of Services	Book 2, Ch.9-psychology of waiting time
10	Listening to customer	<a href="http://onething.design">Strategies to Enhance Customer Experience in Telecom (onething.design)</a>
11	Building Customer Relationship	Book 2, Ch.12
12	Customer Expectations of Services	Book 1, Ch.3
13	Building Customer Loyalty.	Book 2, Ch.12
Unit-III Service Design		
16	Service Development and Design	Book 1, Ch.8
17	Customer Defined Service Standards	Book 1, Ch.9
18	Physical Evidence in Services.	Book 1, Ch.10
Unit-IV Delivering Services		
19	Role of Employees and Customers in Service Delivery	Book 1, Ch.11
20	Role of Intermediaries	Book 1, Ch.11
21	Service Process- Blue Printing	<a href="https://www.lucidchart.com/blog/what-is-a-service-blueprint">https://www.lucidchart.com/blog/what-is-a-service-blueprint</a>
22	Service Recovery	Book 1, Ch.7
Unit-V Promoting services		
23	Integrated Marketing Communication	Book 2, Ch.7
24	Pricing of Services; Branding Decisions in services;	Book 2, Ch.6
25	Service culture	Book 2, Ch.10

#### ADDITIONAL WEB RESOURCES

1.	<b>MOOC:</b> Services Marketing Understanding Services and Products <a href="https://shorturl.at/fjrP4">https://shorturl.at/fjrP4</a>
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### GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks

### COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

### FACULTY INFORMATION

- **Office Hours**  
Monday (12:05 PM - 12:55 PM)  
Friday (12:05 PM - 12:55 PM)
- **Contact Information**  
[ajay@mietjammu.in](mailto:ajay@mietjammu.in)