

## **MBG5003 SERVICES MARKETING**

Course Code	MBG5003	Semester	III
Course Title	<i>SERVICES MARKETING</i>		
Credits	3	Type	Elective 3-Marketing

**This is a skill based, knowledge acquiring and participatory course.**

### **Course Description**

The objective of this course is to develop insights into emerging trends in the service sector and tackle issues involved in the management of services.

### **Course Outcome**

By completing this course, students will obtain the following course/learning outcomes:

1. Knowledge gained:
  - Understand the basic concepts of Service Marketing, Identify the major elements needed to improve the marketing of services and Distinguish different service types and draw implications for marketing strategy development.
2. Skill gained:
  - Equips the students with the ServQual Gap analysis and evaluation.
3. Competency gained:
  - Appraise the nature and development of a services marketing strategy
  - CO4:Develop and justify alternative marketing approaches that can be used by service managers.

### **Course Structure**

#### **Module I : Economics & Business Decisions**

Role of service sector - Structure and growth - Recent trends in service sector - Characteristics of services - Components and tangibility spectrum - Distinctive marketing challenges and need for separate marketing strategies, classification of services - Service Marketing mix, Expansion of marketing mix - Services marketing triangle.

#### **Module II : P's of Service marketing**

Creating, delivering and performing service - Basic, Articulated and Exciting Attributes - Service blue prints - Pricing promotional mix and communication Efforts, Delivery of services through intermediaries, People, Process and physical evidence.

### **Module III : Consumer behaviour in marketing**

consumer behaviour in services - customer satisfaction - customer expectation and customer perceptions - gap analysis - quality perceptions in services - guarantee, customisation of service - service recovery and problem solving - employee role of service marketing - role of technology.

### **Module IV : Segmentation**

Segmentation / positioning / differentiation and retention strategies applicable to service marketing - relationship marketing - measuring customer satisfaction surveys: - design and analysis.

### **Module V : Marketing of services**

Marketing of banking services, tourism, financial services, consultancy, hospital care and cure marketing, business schools, transport services, care taking etc.

### **Testing & Evaluation (if any)**

- Assignments
- Case analysis/ Problems
- Seminar/Project
- Discussions/ Group activity
- Internal Assessment

### **References**

- Christopher. H. Lovelock (2004), Service Marketing -, 5th Edition, Pearson.
- Barron and Harris (1995), Service Marketing, MacMillan
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- Valerie Zeithmal, Mary Jo Bitner (2016), Services Marketing McGraw Hill International Edition.
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