

# Services Marketing

## Course Objectives

The objective of the course is to acquaint the students to the different vistas of services characteristics and its marketing implication. The course intends to discuss the several facets in the area of services marketing essential for the success of a service sector firm.

The different paradigms discussed in the course are careful blend of several theories and practices propagated by the service industry leaders, which shall help the student to overcome the impediments in understanding the contemporary practices of service industry. By doing so the course aims to equip the students with employability skills as required by the services industry.

## Syllabus

Understanding Service Products, Consumer Behavior in Services Context, Service Demand Management, Developing service products, Service Failures and Recovery Delivery of Services, Managing the Customer Interface.

## Expected Outcome

On completion of the course the students develop a clear-cut understanding on the characteristics of services, 7 Ps of Services Marketing Mix, Consumer Behavior in Services Marketing, Different Services Environment, Marketing and Blueprinting in Services.

## References

1. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee: Services Marketing: People, Technology and Strategy, Pearson Education, 2011.
2. K. Rama Mohana Rao, Services Marketing, Pearson Education, 2011.
3. Harsh V Verma, Services Marketing: Text and Cases, Pearson Education, 2011
4. Rajendra Nargundkar, Services Marketing: Text and Cases, McGraw Hill Education India Private Limited, 2003
5. John E.G. Bateson and K. Douglas Hoffman, Services Marketing, Cengage Learning, 2012
6. C Bhattacharjee, Services Marketing: Concepts, Planning and Implementation, Excel Books, 2010
7. V. Zeithaml, Mary JB, Dwyane DG and Ajay Pandit, Services Marketing: Integrating Customer Focus Across the Firm, McGraw Hill Education India Private Limited, 2013
8. Leonard L Berry, On Great Service: A Framework for Action, The Free Press, 1995
9. Jauhari and Dutta, Services: Marketing, Operations and Management, Oxford University Press India, 2009

10. Lusch and Vargo, The Service - Dominant Logic of Marketing: Dialog, Debate and Directions, PHI Learning Private Limited, 2006

## Units Topics

1 Understanding Service Products: New perspective on marketing in service industry- Four board categories of services, Traditional marketing mix applied to Services, The extended services marketing mix for managing the customer interface, Characteristics of services- Product vs Services-Tangibility Spectrum ; Services Sector in Indian Economy- Characteristics of Services Sector Industries.

2 Consumer Behavior in Services Context- Three stage model of Service consumption- Servuction Model - Expectation Development by Consumers- Zone of Tolerance- Determinants of Maximum Service Level, Minimum Service Level, Maximum and Minimum Service Levels, Service Perception; Market Segmentation in Services Sector – Undifferentiated marketing, differentiated marketing, Bases of Market Segmentation- Services Attributes and levels- Developing and effective positioning strategy.

## First Internal Examination

3 Service Demand Management: Demand Situation- Demand Patterns, Demand Variations- Demand Forecasting Methods- Demand Management –Capacity Management; Developing service products: Planning and creating service products- The flower of service - Branding service products and experiences - New Service Development-Steps in development of a New Service. The Service Product Mix-Service Differentiation-Service Lifecycle Management.

4 Managing the Customer Interface: Flowcharting customer service process- Service Blue prints – Physical Evidence- Servicescapes- Types of Servicescapes- Mehrabian-Russell Stimulus Response Model- Russel’s Model of Affect Servicescape Model- Dimensions of Service Environment- Service Quality Management- Service Perception – Determinants of Service Quality- Service Quality Audit- GAP Model of Service Quality- SERVQUAL- Total Quality Services Marketing- Service Excellence

## Second Internal Examination

5 Delivery of Services: Delivering Service through Intermediaries- distribution growth options- Internationalization in distribution. Service Failures and Recovery: Types of service encounters- Deviations in services - Types of service encounters - Customer response to failures - Service Failures - Failure types - Complaint Management- Service Recovery – Service Guarantee.

## Final Examination