Lesson Plan: Characteristics of Services in Service Marketing

**Subject: Service Marketing**

**Topic: Characteristics of Services**

**Duration: 60 minutes**

**Target Group: Undergraduate Marketing/Business Students**

**1. Learning Objectives**

By the end of this lesson, students should be able to:

Define what services are in the context of marketing.

Identify and explain the core characteristics of services.

Understand the implications of each characteristic on marketing strategies.

Differentiate services from physical goods.

**2. Learning Outcomes**

Students will be able to:

Describe the four key characteristics of services (IHIP model).

Provide real-life examples for each characteristic.

Analyze how these characteristics influence service marketing practices.

Answer assessment questions based on the characteristics of services.

**3. Key Points to Cover**

1. Definition of Services

Intangible economic activities that do not result in ownership.

2. Core Characteristics (IHIP Model)

* Intangibility

Services cannot be seen, touched, or stored.

* Heterogeneity (Variability)

Quality and consistency vary across providers and time.

* Inseparability

Production and consumption occur simultaneously.

* Perish ability

Services cannot be stored for future use.

3**. Implications for Marketers**

Challenges and solutions for each characteristic (e.g., branding for intangibility, training for variability, etc.)

4. Teaching Methods

| Activity | Description | Time |

| -- | -- | - |

| Lecture | Explain theoretical concepts with slides and examples | 20 mins |

| Discussion | Interactive discussion with students on how services differ from goods | 10 mins |

| Group Activity | Students work in small groups to match examples with characteristics | 15 mins |

| Case Study | Present a mini case on a service brand (e.g., Starbucks, Uber) and identify IHIP | 10 mins |

| Q\&A and Wrap-Up | Clarify doubts and summarize key takeaways | 5 mins |

5. Time Allocation (60 minutes)

| Section | Time |

| - | - |

| Introduction & Objectives | 5 mins |

| Lecture (Concepts & Key Points) | 20 mins |

| Interactive Discussion | 10 mins |

| Group Activity | 15 mins |

| Case Study | 5 mins |

| Q\&A and Conclusion | 5 mins |

**6. Assessment Questions**

**Objective Type:**

1. Which of the following is NOT a characteristic of services?

a) Intangibility

b) Perishability

c) Tangibility

d) Inseparability

**Answer: c) Tangibility**

**Short Answer:**

2. Explain the concept of inseparability with an example.

**Application-Based:**

3. As a marketing manager of a spa, how would you address the intangibility and perishability of your service?

**7. Reference Book**

Title: Services Marketing: Integrating Customer Focus Across the Firm

Authors: Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler

Edition: 7th Edition , Publisher: McGraw-Hill Education