



Dr. V. N. Bedekar Institute of Management Studies, Thane
Teaching Learning Plan - MMS
Academic Year: 2022-2023

Programme: MMS Semester: III

Period: October 2022 – January 2023

Course Code: MMS-M307

Name of the subject: Service Marketing

Maximum marks: 100 (60+40)

No. of Sessions: 13 (Total 40 hrs)

Name of the Faculty: Dr. Pallavi Chandwaskar

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Program Outcomes (PO)

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster analytical and critical thinking abilities for data-based decision making.
3. Ability to develop Value-based Leadership.
4. Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
5. Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
6. Ability to develop entrepreneurial skills keeping in mind socially-sensitive and innovative approaches.

Course Outcomes (CO)

1. Define various key terminologies covered in the syllabus of service marketing.
2. Explain concepts of Demand, Customer complaints, Service Quality, service recovery and CRM process in service marketing context.
3. Apply concepts of service quality gaps, capacity constraints, customer satisfaction tools and service failure conditions for various sectors.
4. Analyse consumer behaviour, demand capacity variations, productivity and quality gaps in different service industries.
5. Evaluate service experience, quality gaps, marketing mix decisions, new practices and quality issues to facilitate decisionmaking in service organisations.
6. Plan strategies for Shifting Demand, service blueprints and new service developments in different scenarios.

Text Books:

1. *Services Marketing – People, Technology, strategy* – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Pearson, Seventh Edition (E-book in Library resources)
2. *Services Marketing – Integrating Customer Focus Across the firm (Indian Edition)* – Zeithaml V., M. J. Bitner, Gramler, Ajay Pandit
3. *Services Marketing- Valerie Zeithaml, Gremler, Bitner and Pandit (e-book link given)*
(<https://doku.pub/download/services-marketing-integrating-customer-focus-across-the-firm-7thed-o0mzo6x3wmld>)
4. *Service Marketing – Text and Cases*, Jayant Nargunkar



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Reference Books

1. *Case studies in service marketing*, ICFAI Business school
2. *Marketing Management*, Kotler, Keller, Sheth, Shainesh – 16th Edition – For case studies

A. Plan:

Sess ion No.	Planned Date	Topic	Ref. Study Material	Course Outcomes
1	2/11/22	Introduction – Difference between product and services, Key characteristics of services	Ch.3. from Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz Case – Jia Jaywanti: A service Consumer	CO1
2	9/11/22	Consumer Behaviour in Services	Ch.2. from Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee Case – Paytm (Marketing Management, Kotler, Keller, Sheth, Shainesh – 16 th Edition, 2022) https://hbr.org/2007/02/understanding-customer-experience https://hbr.org/2015/11/the-new-science-of-customer-emotions	CO4
3	16/11/22	Service marketing mix decisions- 7 Ps and SERVQUAL model Service Gaps Model	Ch.4. to 7. from Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee <ul style="list-style-type: none">Field Survey mini projectCase Study: Starbucks: Delivering Customer Service	CO2, CO3
4	23/11/22	Service marketing mix decisions- 7 Ps and SERVQUAL model	<ul style="list-style-type: none">Case Study: Southwest Airlines: Aligning People, Process and Physical Evidence from Services Marketing – Integrating Customer Focus Across the firm – Zeithaml, Bitner, Gramler, Pandit https://www.trilyo.com/blog/the-7-ps-of-service-marketing-in-hotel-industry/ https://www.itcportal.com/businesses/hot	CO2, CO3, CO5



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5	30/11/22	Service Blueprints – Moments of Truth, Leaking Bucket Theory	Ch.8, Ch.3. from Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee <ul style="list-style-type: none"> • Case – <i>Blueprinting in Action at ARAMARK Parks and Destinations</i> • Class Activity https://darraghfleming.wordpress.com/tag/leaky-bucket-theory/	CO1, CO6
6	6/12/22	Managing customer relationships – CRM as a tool for customer satisfaction and retention	Ch.12. from Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee Case – <i>Salesforce.com</i> (p.103,104) (Marketing Management, Kotler, Keller, Sheth, Shainesh – 16 th Edition)	CO2
7	13/12/22	Managing Demand capacity and service assets, <ul style="list-style-type: none"> • First internal Assessment test 	Ch.9. from Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee http://www.businessmanagementideas.com/service-marketing/demand-and-supply-management-in-service-marketing/17679 Case study: <i>Mumbai Dabbawalas – An Entrepreneurial success story</i> from Case studies in service marketing ICFAI Business school	CO4
8	20/12/22	Complaint Handling, Service Failure and Service Recovery Process	Ch.13. From Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee <ul style="list-style-type: none"> • Case study, Role Play Activity: <i>Four customers in search of solutions</i> 	CO2
9	27/12/22	Improving Service Quality, Service Marketing Triangle. Fishbone diagram	Ch.14. From Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee https://www.youtube.com/watch?v=RkPBiAUGo-M	CO2, CO3, CO4, CO5
10	4/01/23	Improving Service	<ul style="list-style-type: none"> • Case Study and Role Play 	CO2, CO5



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		Quality, Service Marketing Triangle. Fishbone diagram	Activity: The Accellion Service Guarantee https://www.cms.gov/medicare/provider-enrollment-and-certification/qapi/downloads/fishbonerevised.pdf	
11	11/01/23	New Developments in Service Marketing – Peer to peer marketing (Air Bnb, Uber, Ola)	<ul style="list-style-type: none"> • Case – Disruptive Innovation: A case study of AirBnB • https://medium.com/@feinima/disruptive-innovation-a-case-study-of-airbnb-450c75d5c910 • https://all-about-airbnb.com/ • https://www.forbes.com/sites/hbsworkingknowledge/2016/11/16/how-uber-airbnb-and-etsy-turned-one-thousand-customers-into-one-million/#98585f75da90 	CO5
12	18/01/23	New Developments in Service Marketing – Peer to peer marketing (Air Bnb, Uber, Ola)	<ul style="list-style-type: none"> • Case – The Journey of Unicorn Uber from San Fransisco to International Disruption (Asian Journal of Management Cases, SAGE Publications) • Uber Business Model (video) https://www.youtube.com/watch?v=gveEU656kVCQ • Airbnb Business Model (video) https://www.youtube.com/watch?v=WzGhFmiB9G0 	CO5
13	25/01/23	Presentations and Case Studies	Presentation on the given project. Cases for All topics, shared resources	



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B. Practical Approach: Other activities

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Case study (current affairs)	Service marketing mix decisions Improving Service Quality Complaint Handling, Service Failure and Service Recovery Process	Problem-solving, Critical thinking	Books: Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee <i>Case studies in service marketing</i> , ICFAI Business school
2	Academic Projects	Service Blueprinting, Service Quality (Gaps Model)	Practical Insights, Business report writing	Field Activity
3	Group Discussion	Improving Service Quality of different businesses	Critical thinking, Articulation of thoughts and effective communication	https://hbr.org/1975/07/quality-control-in-a-service-business https://hbr.org/2018/11/reinventing-customer-service
4	Role Play	Customer Complaints and service recovery	Problem solving, role knowledge	<i>Case Study “Four customers in search of solutions”</i> from Services Marketing – People, Technology, strategy – Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee
5	Business Quiz / Business News sharing	Service Industry news and latest updates	Current affairs and awareness	https://economictimes.indiatimes.com/industry/services

C. Pedagogical Initiative adopted:

Short Field Project : “Service Blue-print, service gap identification and service quality improvement strategy to be studied through a live service experience/ outlet.”

Execution: Students team need to visit or access any chosen service experience and identify its service blueprint, find out probable service gaps as a service consumer and plan strategy for service quality improvement through resolution of gaps. They can capture these through pictures/videos with the prior permission of service owner wherever required.

Industrial sector focused through the course:

All services sector industries where service function prevails, predominantly



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hospitality, banking and retail

A. Types of job profile available in the sector:

CRM, Business Development, Sales

B. Skill sets for the given job profiles as learning outcomes of the course:

Analytical and Critical thinking, Decision making

C. Gap identified from University Curriculum:

S. no.	Gap Identified	Action taken to bridge the gap
1	Developing service product	To be covered in sessions 3 and 4, reference reading shared in TLP for detailed understanding
2	Distribution of services through physical and electronic channels	
3	Promoting Services	

Prepared by:
Faculty

Approved by:
Specialisation Head

Date:

Date:

Evaluation:

Component	Details	Marks
Attendance and Class Room Participation	Mandatory	10
Mid Term Test	Mandatory (MCQ, Descriptive, etc)	10
Group Presentations	Mandatory	10
Case Studies, assignment	Mandatory	10
Final Exam	Mandatory	60

Comments / Suggestions / Recommendations:



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Suggestions (if any) to students on subject related Certificate/Diploma or Add-on program: -

<https://www.vskills.in/certification/marketing/services-marketing-certification>

https://onlinecourses.nptel.ac.in/noc17_mg09/ (Service Marketing course – on NPTEL by IITs)

Signature of Faculty

Signature of Co-ordinator