

2. Services Marketing

Module at a Glance

SN	Modules	No. of Lectures
1	Introduction of Services Marketing	15
2	Key Elements of Services Marketing Mix	15
3	Managing Quality Aspects of Services Marketing	15
4	Marketing of Services	15

Objectives

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1	To understand distinctive features of services and key elements in services marketing
2	To provide insight into ways to improve service quality and productivity
3	To understand marketing of different services in Indian context

Service Marketing

SN	Modules/ Units
1	<i>Introduction of Services Marketing</i>
	<ul style="list-style-type: none"> • <i>Services Marketing Concept, Distinctive Characteristics of Services, Services Marketing Triangle, Purchase Process for Services, Marketing Challenges of Services</i> • <i>Role of Services in Modern Economy, Services Marketing Environment</i> • <i>Goods vs Services Marketing, Goods Services Continuum</i> • <i>Consumer Behaviour, Positioning a Service in the Market Place</i> • <i>Variations in Customer Involvement, Impact of Service Recovery Efforts on Consumer Loyalty</i> • <i>Type of Contact: High Contact Services and Low Contact Services</i> • <i>Sensitivity to Customers' Reluctance to Change</i>
2	<i>Key Elements of Services Marketing Mix</i>
	<ul style="list-style-type: none"> • <i>The Service Product, Pricing Mix, Promotion & Communication Mix, Place/Distribution of Service, People, Physical Evidence, Process-Service Mapping-Flowcharting</i> • <i>Branding of Services – Problems and Solutions</i> • <i>Options for Service Delivery</i>

3	Managing Quality Aspects of Services Marketing
	<ul style="list-style-type: none"> • <i>Improving Service Quality and Productivity</i> • <i>Service Quality – GAP Model, Benchmarking, Measuring Service Quality -Zone of Tolerance and Improving Service Quality</i> • <i>The SERVQUAL Model</i> • <i>Defining Productivity – Improving Productivity</i> • <i>Demand and Capacity Alignment</i>

4	Marketing of Services
	<ul style="list-style-type: none"> • <i>International and Global Strategies in Services Marketing: Services in the Global Economy- Moving from Domestic to Transnational Marketing</i> • <i>Factors Favouring Transnational Strategy</i> • <i>Elements of Transnational Strategy</i> • <i>Recent Trends in Marketing Of Services in: Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry</i> • <i>Ethics in Services Marketing: Meaning, Importance, Unethical Practices in Service Sector</i>

Reference Books

1. Valarie A. Zeuhaml & Mary Jo Bitner, *Service Marketing*, Tata McgrawHill, 6th Edition
2. Christoper Lovelock, JochenWirtz, JayantaChatterjee, *Service Marketing People, Technology, Strategy – A South Asian Perspective*, Pearson Education, 7th Edition
3. RamneekKapoor, Justin Paul & BiplabHalder, *Services Marketing-Concepts And Practices*, McgrawHill, 2011
4. Harsh V.Verma, *Services Marketing Text & Cases*, Pearson Education, 2nd Edition
5. K. Ram Mohan Rao, *Services Marketing*, Pearson Education, 2nd Edition, 2011
6. C. Bhattacharjee, *Service Sector Management*, Jaico Publishing House, Mumbai, 2008
7. Govind Apte, *Services Marketing*, Oxford Press, 2004
