

GANPAT UNIVERSITY

FACULTY OF MANAGEMENT STUDIES

Programme	Master of Business Administration				Branch/Spec.	Marketing/International Business			
Semester	IV				Version	1.0.0.1			
Effective from <i>Academic Year</i>			2021-22		Effective for the batch Admitted in			June 2020	
Subject code	2IVA05SMA		Subject Name		Services Marketing				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	4	0	0	0	4	Theory	60	40	100
Hours	4	0	0	0	4	Practical	-	-	-

Pre-requisites: Knowledge of general subjects of MBA

Objectives : To acquaint the students with concepts and techniques in the management of services marketing and help them learn the issues in managing unconventional challenges in service marketing.

Learning Outcomes:

On successful completion of this subject the student will be able to :

2IVA05SMA.CO1: Understand the unique characteristics and challenges of marketing intangible services compared to products.

2IVA05SMA.CO2: Analyze customer behaviour and service quality models to design effective service marketing strategies.

2IVA05SMA.CO3: Develop skills to manage the service delivery process, customer relationships, and service recovery mechanisms.

2IVA05SMA.CO4: Evaluate the role of technology and innovation in enhancing service experience and achieving competitive advantage.

Theory syllabus

Unit	Content	Hrs
1	Basics of Services Marketing: What are Services? ; Why Study Services? ; Role of services in the economy; Services and Technology - technology in service encounter, emergence of self service, automation in services, Internet services; Distinctions between Services and Goods; Services Marketing Mix; Customer Behaviour in Service Encounter: Four Categories of Services – People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing;; Customer Decision Making – Pre-purchase Stage, Service-Encounter Stage and Post-Encounter Stage; ; Customer Expectations and Perceptions of Services – Zone of Tolerance	15
2	Services Marketing Mix: Product – Core and Supplementary Elements, Branding Service Products, Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management, Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies; Promotion – Role of Marketing	15
3	Communication, Marketing Communication Mix, Integrated Services Marketing Communication, Expanded Marketing Mix: People – Employees’ Role in Service Delivery, Service	15

	Leadership and Culture, Process – Service Blueprinting, Service Process Redesign Physical Evidence - Servicescape, Service Environments, Managing Capacity and Demand: Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands	
4	Service Quality and Relationship Management: Services Quality: Gaps Model; Measuring and Improving Service Quality; Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships Relationship Marketing: Customer Retention; Customer Loyalty; Strategies for reducing Customer Defections; and Customer Relationship Management (CRM)	15
Practical content		
Text Books		
1	Lovelock- Services Marketing: People, Technology and Strategy (Pearson Education, 5th edition).	
Reference Books		
1	Zeithaml, V. A and Bitner, M. J. - Services Marketing (Tata McGraw-Hill).	
2	S. L. Gupta Marketing of Services (Sultan Chand).	
3	Rama Mohana Raok Services Marketing (Pearson Education).	
4	Govind Apte- Services Marketing (Oxford Univ. Press).	
5	P.Srinivasan- Services Marketing. PHI.	
6	Bhattacharjee- Services Marketing, Excel Books.	
7	Nargundkar – Service marketing , TMH.	
8	Nimit & Monika Chowdhary- Text book of Marketing of Services: The Indian Experience, MacMillan India Limited	
9	Jha – Service Marketing , Himalaya.	
10	Andersen & Kotler- Strategic marketing for Non Profit Organisations, PHI/Pearson.	
11	Kotler, Bowel & Makens- Marketing for Hospitality and Tourism, Pearson.	
12	T K Panda- Customer Relationship Management in Service Industry-Excel.	
13	Rama Mohana Rao, K.- Services Marketing, Pearson Education	
14	Newton M. P. Payne, A.- The Essence of Services Marketing. New Delhi, PHI.	
15	Ravi Sankar- Services Marketing, Excel Books.	
16	Clow & Kurtz- Services Marketing, 2e, Biztantra.	

Mapping of CO with PO and PSO:

Semester 4: Course Name: 2IVA05SMA Services Marketing							
Course outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
2IVA05SMA.CO1	3	3	0	2	1	1	0
2IVA05SMA.CO2	2	3	0	2	1	0	3
2IVA05SMA.CO3	3	2	0	3	3	0	3
2IVA05SMA.CO4	3	3	0	3	3	0	3

Semester 4: Course Name: 2IVA05SMA Services Marketing			
Course outcomes	PSO1	PSO2	PSO3
2IVA05SMA.CO1	2	1	1
2IVA05SMA.CO2	3	2	2
2IVA05SMA.CO3	3	3	2
2IVA05SMA.CO4	3	3	3