

Programme	: M. Com	
Course Code	: COO 419	Title of the Course: Services Marketing.
Number of Credits	: 4	
Effective from AY	: 2018-19	

Prerequisites:	Students have studied B. Com and basic understanding of Services Marketing.	
Need, Description, and Objectives	<p>Service industry has emerged as one of the most dynamic and fast-paced industries. This course is designed to introduce the student to service industry, its functions, working mechanism, customer expectation and perception of service, handling customer complaints effectively and managing long term relationship with customers.</p> <p>This course is designed to enrich the knowledge of the student in the area of service marketing, the service marketing mix, customer relationship management and assessing the level of service quality.</p> <p>The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers. The attraction, retention, and building of strong customer relationships through quality service and services are at the heart of the course content.</p>	
Content:	<p>UNIT 1: Introduction to Services Meaning, Importance, and Significance of Services – Why Services Marketing? – Service and Technology – Distinctive Aspects of Service Management – Customer Involvement in Service Process – Managing Service Encounters.</p> <p>UNIT 2: Service Marketing Mix. Customer Expectations and Perceptions of Service – Customer Behaviour in Service Setting – Targeting Customers, Managing Relationships, Services Market Segmentation – Positioning and Differentiation of Services. Positioning a Service in Marketplace – Creating the Service Product and Adding Value – Pricing Strategies for Services.</p> <p>UNIT 3: CRM and its importance in Service Marketing. Customer Education and Service Promotion – Customer-Defined Service Standards’ services – online Consumer Behaviour – Self-service technologies.</p> <p>UNIT 4: Service Quality. Service Quality in Service Marketing – Service Encounter -Role of HR & Internal Marketing - Monitoring and Measuring customer satisfaction – SERVQUAL & GAP model - Handling complaints effectively - Service Failure – Recovery.</p>	<p>12hours</p> <p>12hours</p> <p>12hours</p> <p>12hours</p>

Pedagogy:

The following methods and forms of study are used in the course:

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- Lectures
- Class discussion on case studies, seminar presentations
- Self-study assignment
- Application oriented learning – application of service marketing in different industries.

**Reference/
Readings:**

1. Zeithaml, Valarie A and Bitner, Mary Jo; Services Marketing: Integrating Customer Focus Across the Firm; TMH, 6th edition, McGraw-Hill Education India

	<p>Pvt.Ltd. 2016</p> <ol style="list-style-type: none"> 2. Lovelock, Christopher; Services Marketing: People, Technology, Strategy; Pearson EducationAsia.2015 3. Rajendra Nargundkar, Services Marketing 3rd Edition, Tata McGraw - Hill Education,2015 4. Govind Apte, Services Marketing 1st Edition, Oxford UniversityPress,2015 5. Rao, Services Marketing, DorlingKindersley,2014 6. Vinnie Jauhari, Kirti Dutta, Services: Marketing, Operations, and Management, Oxford University Press,2015
Learning Outcomes:	<p>At the end of learning this course, the student is expected to understand the following:</p> <ol style="list-style-type: none"> 1. Significance of service marketing, aspects of service management and managing serviceencounters 2. Different aspects of service marketing mix, how to formulate strategy and positioning 3. Importance of customer relationship management in servicemarketing 4. Measuring customer satisfaction and service quality using SERVQUALModel.

