

Name of the Programme: MBA

Course Code: MGA-605

Title of the course: Services Marketing

Number of credits: 2

Effective from: 2022-23

Prerequisites for the course:	NIL	
Objective:	To enable participants to design and deliver services.	
Content:	<p>Unit I: Introduction Characteristics of services, service marketing mix, GAPS Model, Service Expectations, Customer Perceptions, Customer satisfaction, Service Quality, Service Encounters, Servicescape,</p> <p>Unit II: Service Design and Delivery Service innovations, Service blueprinting, Setting Service Standards, Customer-defined service standards and development, Service culture, the role of service employees, customer-oriented service delivery, roles of customers, capacity constraints, demand patterns, matching capacity and demand strategies, yield management, waiting line strategies.</p> <p>Unit III: Service Promises and Recovery Service failure and recovery strategies, Service Guarantees, Service communication challenges, strategies to match service promises with delivery, customer's perception towards service pricing, approaches to pricing services, service evaluation and control.</p>	<p>5 hours</p> <p>15 hours</p> <p>10 hours</p>
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	<ol style="list-style-type: none">1. Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit; Services Marketing: Integrating customer focus across the firm; Tata McGraw-Hill; 2018 or Latest Edition.2. Vinnie Jauhari, Kirti Dutta; Services Marketing; Oxford University Press; 2017 or Latest Edition.3. Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee; Services Marketing: People, technology and strategy; World Scientific, 2021 or Latest Edition.4. K. Douglas Hoffman, John E. G. Bateson; Services Marketing Concepts, Strategies, & Cases; South-Western College Publishing; 2016 or Latest Edition.5. Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee, Gopal Das; Essentials of Services Marketing; Pearson; 2019 or Latest edition.	
Course Outcomes:	<p>At the end of the course, the participants will be able to:</p> <ul style="list-style-type: none">• Design service blueprints• Identify and evaluate service gaps• Measure and analyze service quality• Create service communication and pricing strategies	