

Service Marketing

Course Code	21BA3T4MA	Year	II	Semester	I
Course Category	Elective (Marketing)	Branch	Business Administration	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	Marketing Management
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes

Upon successful completion of the course, the student will be able to:

CO1	Analyze the comprehensive list of services and their marketing potential in different segments.	L3
CO2	Differentiate between various customer groups and the service quality expected from them.	L4
CO3	Apply various concepts and techniques for pricing services.	L3
CO4	Evaluate marketing, specifically promotion practices and strategies that are applied in the service sector.	L5
CO5	Analyze the unique challenges inherent in managing and delivering service excellence at a profit.	L3

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	3	3	-	-	-	3	-	3	-	3	-	3	-
CO2	3	3	-	-	-	3	-	3	-	3	-	3	-
CO3	3	3	-	-	-	3	-	3	-	3	-	3	-
CO4	3	3	-	-	-	3	-	3	-	3	-	3	-
CO5	3	3	-	-	-	3	-	3	-	3	-	3	-

SYLLABUS

Unit No.	Contents	Mapped CO
I	Understanding services marketing: Introduction- services in the modern economy. Classification of services- Services as a system- Relationship Marketing-The nature of service consumption- Understanding customer needs and expectations.	CO1 CO2
II	Services Market Segmentations: The process of market segmentation- Selecting the appropriate customer portfolio- Creating and maintaining valued relations- customer loyalty- Positioning a service in the market- Planning and branding service products. New service development.	CO2 CO1
III	Pricing Strategies for Services: Service pricing- Establishing monetary pricing objectives- Foundations of pricing objectives- Pricing and demand- Putting service pricing strategies into practice.	CO3 CO4
IV	Service Promotion: The role of marketing communication- Implication for communication strategies- Setting communication objectives- Marketing communication mix.	CO4 CO3

V	Planning and Managing Service Delivery: Creating delivery systems in price cyberspace and time- The physical evidence of the service space- The role of intermediaries-Marketing plans for services- The marketing planning process.	CO5 CO4
Case Study Compulsory. Relevant cases have to be discussed in each unit.		

Learning Resources	
Text Books:	
<ol style="list-style-type: none"> 1. Govind Apte (2009), "Services Marketing", Oxford University Press, New Delhi. 2. Rampal MK and Gupta SL, "Service Marketing Concepts, Applications & Cases", Galgotia Publishing Company, New Delhi. 3. Vasanthi Venugopal (2010), "Services Marketing", Himalaya Publishing House, New Delhi. 4. Audrey Gilmore (2008), "Services Marketing and Management", Sage Publication, New Delhi. 	
Reference Books:	
<ol style="list-style-type: none"> 1. Christian Gronroos (2010), "Service Management and Marketing", Wiley India, New Delhi. 2. Douglas Hoffman K (2010), "Marketing of Services", Cengage learning, New Delhi. 3. Gurudev Singh Thakur (2009), "Services Marketing", Kalyani Publications, New Delhi. 4. Harsh V. Verma (2009), "Services Marketing", Pearson Education, New Delhi. 5. Nimith Chowdhary (2009), "Marketing of Services", MacMillan Publishers, New Delhi. 6. Rajendra Nargundkar (2010), "Services Marketing", TMH, New Delhi. 7. Ravi Shanker (2010), "Services Marketing", Excel Books, New Delhi. 	
e- Resources & other digital material:	
<ol style="list-style-type: none"> 1. https://nptel.ac.in/courses/110105078 2. https://www.youtube.com/watch?v=MnsVEKEqVoM 	