

Course Type	Course Code	Name of Course	L	T	P	Credit
DE	EMSD513	Essentials of Services Marketing	3	0	0	3

Course Objective

Course Objectives: This course delves into the dynamic and ever-evolving field of service marketing, offering students a comprehensive insight into the application of marketing principles within service-oriented industries. It highlights practical, real-world applications, contemporary marketing strategies, and the role of emerging technologies in shaping the future of service marketing.

Learning Outcomes

Upon successful completion of this course, students will:

- Develop a strong understanding of services marketing principles.
- Identify and describe effective marketing strategies that enhance the productivity of service providers.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	Understanding services as products, Difference between Products & services, Key characteristics of services consumers and markets: Creating value in the service economy; understanding service consumers; positioning services in competitive markets	9	Gain a foundational understanding and appreciate the global and ethical dimensions of service marketing.
2	Services Marketing Mix decisions, Distributing services through physical and electronic channels; service pricing and revenue management; servicemarketing communication	8	Extended marketing mix in service marketing.
3	Managing customer interface: Designing service processes; balancing demand and capacity; crafting the service environment; managing people for service advantage, Technology in Service Delivery	8	Design efficient service processes and understand the impact of technology in service delivery.
4	Building and Managing customer relationship: Managing relationship and building loyalty	9	Understand importance of loyalty and customer relationship
5	Improving service quality and productivity; building world class service organization	8	Analyze contemporary issues, understand the role of sustainability, and study disruptive innovations in service marketing.
Total		42	

Text Books:

1. Services marketing: Wirtz, Lovelock Fifth Edition, Pearson Education

References:

1. Service Marketing: Zeithaml, Bitner and Gremler, 3rdedition, Tata McGraw- Hill Education
2. Service Marketing: Rao, Second Edition, Pearson Education