

| Course Type | Course Code | Name of Course | L | T | P | Credit |
|-------------|-------------|--------------------|---|---|---|--------|
| DE | NMSD531 | Services Marketing | 3 | 0 | 0 | 3 |

Course Objective

Course Objectives: This course explores the dynamic and evolving field of service marketing. It is designed to provide students with a comprehensive understanding of how marketing principles are applied in service-based industries. The course emphasizes real-world applications, contemporary strategies, and the integration of new technologies in service marketing.

Learning Outcomes

Upon successful completion of this course, students will:

- demonstrate an understanding of services marketing;
- describe the effective marketing strategies needed to maximize productivity of service providers
- understand the factors influencing the Growth of the Service sector at the Global level

| Unit No. | Topics to be Covered | Lecture Hours | Learning Outcome |
|----------|--|---------------|--|
| 1 | Understanding service 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, SERVQUAL model, 7Ps of services marketing: Developing service products and brands; distributing services through physical and electronic channels; service pricing and revenue management; service marketing communication | 8 | Apply extended marketing mix; understand digital transformation and data analytics 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; complaint handling and service recovery | 9 | Understand importance of loyalty, customer relationship and complaints handling mechanism |
| 5 | Striving for service excellence: 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, 3rd edition, Tata McGraw-Hill Education
2. Service Marketing: Rao, Second Edition, Pearson Education