COO4B3  Services Marketing [4 Credits]

Objectives: 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.

UNIT 1: Introduction to services

(12 Hours)
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

UNIT 2: Service marketing Mix (12 Hours)
Customer Expectations and Perceptions of Service – Customer Behaviour in Service Setting
– Targeting

UNIT 3: CRM and its importance in Service Marketing (12 Hours)
Customer Education and Service Promotion – Customer-Defined Service Standards. E services – online Consumer Behaviour – Self service technologies

UNIT 4: Service Quality

(12 Hours)
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

UNIT 5: Application of Service marketing in Industries (12 Hours)

Suggested Readings:
2. Lovelock, Christopher; Services Marketing: People, Technology, Strategy; Pearson Education Asia, 7th
5. RAO, SERVICES MARKETING, DORLING KINDERSLEY (RS), 2011