BUSINESS MANAGEMENT
MAJOR 1
(SERVICES MARKETING - I )
(100 Marks -75 Lectures)

Objective: To familiarise students to basic concepts in Services Marketing and develop knowledge and understanding of key services in the service sector.

Unit I : Introduction to Services (20 Marks – 16 Lectures)
Services – Meaning. Factors responsible for growth of service sector. Difference between goods and services.
Features of services & its marketing implications.
Importance of service sector in India.

Unit II : Marketing Mix for Service (30 Marks – 22 Lectures)
Product Mix – Service product-meaning- levels of service product
Price Mix – Meaning. Special issues of pricing in a service sector

Place Mix – Meaning. Major issues  a) the choice of location – Meaning, factors affecting
b) Choice of channels

Promotion Mix – Meaning. Guidelines for managing service promotion mix

People Mix – Meaning. Types of service personnel a) Customer contact employees b) Support personnel
Service Triangle – Meaning.

Physical Evidence/Servicescape – Meaning and components – a) Physical facilities b) Physical Setting c) Social Setting. Role of Physical Evidence
Unit III: Customer Satisfaction and Service Delivery  (30 Marks – 22 Lectures)

Unit IV: Customer Retention (20 Marks – 15 Lectures)
Customer Relationship Management – Meaning and functions.

Books for Study and Reference:
7. Services Marketing – Dr. K. Ramchandra, B. Chandrashekhara and S. Shivakumar Himalaya Publishing House, Mumbai
9. Information technology – Alexis and Mathews Leon, Leon Vikas, Chennai. PHI.