**B.COM**

**SEMESTER II**

**Services Marketing – I (GE 2)**

**(100 MARKS - 60 LECTURES)**

**Objective:** To familiarize the students with the concepts and processes in Services Marketing.

**Unit I Introduction to Services (25 marks 15 Lectures)**

Services- meaning and definition, Role of service sector in an economy, Service sector in India- an overview, importance of service sector in India

Service components- physical product, service product, service environment and service delivery,

Difference between goods and services, Classification/ types of services,

Factors responsible for growth of service sector,

**Unit II Marketing Mix for Services (25 marks 15 Lectures)**

Product Mix- service product- meaning, levels of service product (core level, expected level, augmented level and potential level)

Price Mix- meaning, special issues of pricing in a service sector

Place Mix- meaning, major issues-

1. Choice of location – meaning and factors.
2. Choice of channels- Direct channels, Indirect channels- role of service intermediaries -agents and brokers, franchising, Electronic channels.

Promotion Mix- meaning, guidelines for managing service promotion.

People Mix- meaning, types of service personnel.

Process Mix- meaning, types of service processes.

Physical Evidence- meaning, components.

**Unit III Customer Satisfaction (25 marks 15 Lectures)**

Customer Expectations- meaning, types.

The Zone of Tolerance – meaning, variability.

Customer Satisfaction- meaning, States of satisfaction, Factors affecting customer satisfaction.

**Unit IV Service Delivery and Customer Retention (25 marks 15 Lectures)**

Service Delivery- i) Service culture- meaning, ii) Critical importance of service employees in service delivery- Services Triangle- meaning and concept; employee satisfaction.

iii) Major roles played by customers in service delivery.

Service Quality-meaning, components of service quality, service quality dimensions

Gap model of service quality- 5 gaps and strategies for each gap.

Service Encounters- meaning, importance, types of encounters.

Customer retention- meaning

Service Failure and recovery – meaning, service recovery strategies.

Service Guarantees – meaning and benefits.

**References:**

1. Zeithaml, Valarie & Bitner, Mary Jo. *Services Marketing.* Tata McGraw Hill.
2. Clow, Kenneth E. & Kurtz, David L. *Services Marketing- Operation, Management and Strategy*, (Second ed). Biztantra.
3. Woodruffe, Helen. *Services Marketing.* MacMillan.
4. Srinivasan, R. *Services Marketing – The Indian Context*. Prentice Hall.
5. Rust, Roland; Zahorik, Anthony & Keiningham, Timothy. *Services Marketing.* Eastern Press, Bangalore.
6. Shankar, Ravi. *Services Marketing – The Indian Perspective*. Excel Books.
7. Venugopal, Vasanti. *Services Marketing.* Himalaya Publications.