

Marketing
Sem III

Semester	III Core
Subject	Services Marketing
Course Code	MMSMC304
Credits	4
Duration	40

Learning Objective: 1. To familiarize students to basic concepts and decision-making processes involved in Services Management

2. To help students to understand application of these concepts to various industries in service sector

Module

Sr. No.	Content	Activity	Course Outcome
1.	Introduction – Difference between Products & services, Key characteristics of services	Lecture	MMSHC301.1
2.	Consumer Behaviour in Services	Lecture	MMSHC301.1
3.	Services Marketing Mix decisions 7Ps, SERVQUAL model	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.2
4.	Managing Demand, capacity & service assets	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.2
5.	Managing Customer Relationships CRM as a tool for customer satisfaction and retention, service blueprints – moments of truth, Leaking bucket theory	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.3
6.	Complaint handling , Service Failure & Service Recovery	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.3
7.	Improving Service Quality , Service Marketing triangle, Fishbone Diagram	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.4
8.	New developments in service marketing –Peer to Peer sharing (Airbnb , Uber , Ola)	Presentation from Students and evaluation on the basis of topic clarity	MMSHC301.3

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Course Outcomes

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Students will be able	
MMSMC304.1	Understand the fundamentals of Service marketing
MMSMC304.2	Evaluate consumer behavior and gaps in service industry
MMSMC304.3	Analyze ways to forecast demand and use CRM for customer satisfaction
MMSMC304.4	Apply how service recovery and complaints enhance customer loyalty

Recommended Books

1.	Services Marketing International Edition –Zeithamal V., M. J. Bitner and D.Gremeler
2.	Services Marketing – Text and Cases – Rajendra Nargundkar, 2nd Edition by McGraw-Hill Companies
3.	Services Marketing by Lovelock, Wirtz & Chatterjee 7 edition
4.	Services Marketing, Indian Edition By Valarie A Zeithmal, Dwayne D Gremler, Mary Jo Bitner, Ajay Pandit