

## MARKETING OF SERVICES

BMHDE 632

### Unit 1: Introduction to Services

Concept of Services

Emergence of the Service Economy in India (Contributory Factors; Consumption Pattern Analysis) Unique features of Services Overcoming the Managerial Challenges associated with unique service characteristics Concept of Tangibility-Intangibility Spectrum 7 P's of Marketing, Marketing Mix in Select Service Industries: banking, airlines, education, healthcare and hospitality.

### Unit 2: Service Product and Pricing

Service Product: Concept of Service Products (core product, supplementary services, delivery processes);

Flower of Services; New Service Development Pricing Strategy:

Pricing Tripod (cost-based, value-based, competition-based pricing)

### Unit 3: Service Distribution and Promotion

Key Intermediaries in Service Delivery: Franchising, Agents and Brokers, Electronic Channels

Marketing Communications Mix in Services: (Advertising, Public Relations, Direct Marketing, Sales Promotion, Personal Selling, Trade Shows)

### Unit 4: People, Process and Physical Evidence


Concept of Services Marketing Triangle

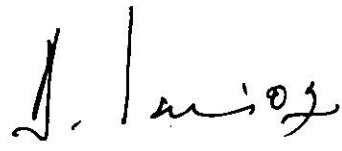
People in Services: Concept; Strategic and Tactical Objectives of Internal

Marketing; Training & Development of People in service delivery

Process in the Context of Services: Concept; Blueprinting of Services

Physical Evidence in Services: Elements of Physical Evidence (Ambient, Design and Social Factors); Concept and Roles of Servicescape

  
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