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## MARKETING OF SERVICES

### Unit 1: Introduction to Services (14L)

- 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 (8L)

- 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); Concept of Rate Fences

### Unit 3: Service Distribution and Promotion (10L)

- 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 (9L)

- 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 (Ambience, Design and Social Factors); Concept and Roles of Servicescape

### Unit 5: Dimensions of Service Quality (12L)

- Concept of Service Quality: SERVQUAL – Dimensions, GAPS Model in Service Design and Delivery, Remedies Managing Demand and Supply (Capacity) Imbalance: Challenges and Strategies, Service culture; managing by values, recovery and empowerment;
- Service failure, Service expectancy, Zone of tolerance.

### Unit 6: Services Marketing Strategy (12L)

- Consumer Evaluation Process of Goods vs Services (Search, Experience, Credence Attributes)
- Three Stage Model of Service Consumption (pre-purchase, service encounter, post-encounter stage)
- Segmentation, Targeting and Positioning of Services, Market Innovation; Competitive Differentiation; Competitive Advantage and Value Chain Analysis.
- Relationship Marketing in Services: Concept and Strategies.
- Case Study to be taken, as and whenever needed.

**References:**

1. Zeithaml and Bitner, "Services Marketing: Integrating Customer Focus across the Firm", Tata-McGraw Hill Edition
2. Lovelock, Writz and Chatterjee, "Services Marketing: People, Technology, Strategy", Pearson India Education, 7th Edition
3. Fisk, R.P., Grove, S.J. and John, J. "Integrative Services Marketing" New York, Houghton Mifflin
4. Glynn, W.J. and Barnes, J.G., "Understanding Services Management: Integrating Marketing, Organizational Behaviour, Operations and Human Resources Management" Prentice Hall
5. Gronroos, C., "Service Management and Marketing: A Customer Relationship Management Approach", John Wiley: New York
6. Hoffman, K.D. and John, E.G.B., "Marketing of Services: Concepts, Strategies and Cases" Thompson-South Western
7. Shanker, R., "Services Marketing: The Indian Perspective" Excel Books: New Delhi