

DRS5 –SERVICE MARKETING

Learning Objectives:

The course aims to achieve following objectives

1. To discuss challenges inherent in managing and delivering quality service.
2. To apply services marketing mix to different service industry sectors.
3. To design service delivery system for improving quality and productivity.

Max. Marks: 100

External: 70

Internal: 30

Pass: 40%

Credits: 6

SECTION A

Unit -1 -Introduction to Services Marketing:

Introduction to Services Marketing, Understanding Service Characteristics: More Intangible than Tangible, Simultaneous Production and Consumption, Less Standardised and Uniform, Perishability. Product versus Services, Classification of Services, Services Marketing Environment.

Unit -2 - Developing Service Products and Pricing

Planning and Creating Service Products—Designing Service Concepts—Defining Core and Supplementary Products -New Service Development—New Service Categories, Reengineering Service Processes, Physical Goods as a Source of New Service Ideas - Pricing— Objectives, Strategies, Fairness and Ethical Issues.

Unit -3 –Segmentation, Targeting and Positioning -

STP Strategy for Services: Introduction, need for segmentation of services, bases of segmentation services, segmentation strategies in service marketing, need for targeting and



positioning of services, positioning strategies for services, positioning Through Product/Service Delivery Strategies, Positioning Through Pricing Strategies, Positioning Through Distribution Strategies, positioning through Sales Promotion and Advertising, Service Differentiation Strategies.

Unit -4 – Marketing of Financial Services

Banking Industry—Introduction, Insight into Indian Banking Scenario - Classification of Banking Industry - Marketing of Banking Products—Meaning, Need and Marketing Approaches to Banking - Issues and Strategies for Enhancement of Banking Services— Modern Ways to Market Banking Services -Introduction to Insurance Services—Life Insurance and General Insurance in India, Insurance Companies in India -Marketing of Insurance—Role of Insurance Advisor -Mutual Funds Marketing—Concept, Scope and Elements of Mutual Fund Marketing - Product, Pricing, Distribution and Promotion of Mutual Funds - Housing Finance—Issues and Policy Prospects, Private Sector Initiatives.

SECTION B

Unit -5 –Service Design and Service Delivery:

Introduction, Service delivery process, service encounters and Moments of Truth, employee role in service delivery, service employee- criteria, importance and emotional approach, role of service provider, intermediaries involved in in Service Process and Service Delivery.

Unit -6–Service Quality issues and Models on Service Quality

Service Quality Issues, Service Quality Models: Gap Model of Service Quality, The Service Triangle Management Model, Service Triangle Marketing Model, SERVQUAL Model Dimensions of Service Quality and Importance of Quality

Suggested Readings:

1. Services Marketing, Zeithaml, Bitner, Gremler & Pandit, TMH Publication.
2. Marketing of Services, Hoffman & Bateson, Cengage Learnings.
3. Services Marketing, Rao, Pearson Education.
4. Services Marketing, Concepts & Cases, Bhatta charge, Excel Books

