
MARKETING OF SERVICES

Learning Objective: The course is designed to equip students with the knowledge of marketing of all types of services.

Course Contents:

Unit I

Lectures: 10

The emergence of service economy: contributory factors, consumption pattern analysis, economic transformation Unique aspects of services: goods, services, products, managerial challenges

Unit II

Lectures: 10

Marketing mix: concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis.

Unit III

Lectures: 10

Service system positioning: service delivery process, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process.

Unit IV

Lectures: 10

Service marketing strategy; segmentation, targeting and positioning, market innovation Competitive differentiation; competitive advantage and value chain analysis

Unit V

Lectures: 16

Service quality; concept, technical and functional quality, Service quality models and measurement Demand and supply imbalances management; challenges and strategies; Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value Service industries: insurance, banking, air transportation, courier, education etc.

Text Books:

1. Fisk, R. P., Grove, S. J., & John, J. (2008). *Interactive services marketing*. New York. Houghton Mifflin.
2. Glynn, W. J., & Barnes, J. G. (2006). *Understanding services management. Integrating marketing, organizational behaviour, operations and human resources management*. New Delhi: Prentice Hall.

References:

1. Gronroos, C. (2004). *Service management and marketing. A customer relationship management approach*. New York: John Wiley.
2. Hoffman, K. D., & John, E. G. B. (2006). *Marketing of services. Concepts strategies and cases*. New Delhi. Thomson-South Western.
3. Lovelock, C., & Chatterjee, J. (2006). *Service marketing. people technology and strategy*.
4. Shanker, R. (2002). *Services marketing. The Indian perspective*. New Delhi. Excel Books.