



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

MARKETING OF SERVICES								
IV SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
20MBA027M	Professional Elective	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes:60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic marketing principles								

### COURSE OVERVIEW:

This course is designed to provide students with the foundational concepts of services marketing, highlighting the unique characteristics of services compared to physical goods. It focuses on the role of services in the modern economy, the integration of technology in service delivery, and the management of customer gaps through the Gaps Model of Service Quality. Students will learn to analyze consumer behavior, design innovative service blueprints, and manage service delivery through effective employee and customer roles. The course also covers strategic pricing and integrated communications to ensure that service promises align with actual delivery, fostering strong customer relationships.

### COURSE OBJECTIVES:

- To understand the fundamentals of services marketing, including the nature, characteristics, and role of services in the modern economy.
- To analyze consumer behavior, expectations, and perceptions in services, and to develop strategies for building strong customer relationships and service recovery.
- To examine service design, innovation processes, and the development of customer-defined service standards and service environments.
- To evaluate the roles of employees, customers, and intermediaries in effective service delivery, and to manage demand and capacity efficiently.
- To understand and apply integrated service marketing communications and pricing strategies to align service promises with actual delivery.

### COURSE OUTCOMES: After Completion of the course, students should be able to

1. Analyze the foundational concepts of service marketing, including the unique characteristics of services and their role in the modern economy.
2. Evaluate consumer behavior in services by examining factors that influence customer expectations, perceptions, and requirements.

3. Design new service development processes and standards by applying tools such as service blueprinting and understanding the importance of physical evidence.
4. Manage service delivery effectively by understanding the roles of employees and customers and using various distribution channels.
5. Formulate pricing and communication strategies for services, aligning promises with delivery to build strong customer relationships.

**Unit – I: Foundations of Service Marketing:** What are Services? Why services marketing? Role of Services in modern economy, service and technology, characteristics of services compared to goods, services marketing mix, staying focusing on customer, Gaps model of Service Quality-Customer Gap, Provider Gap and Closing Gap.

**Unit – II: Focus on the Consumer:** Consumer behavior in services, consumer expectations in service, consumer perceptions of service, understanding Consumer requirements-listening to customers through research, building customer relationships, service recovery.

**Unit – III: Aligning Service Design and Standards:** Service innovation and design-challenges, types of service innovations, stages in service innovation and development, service blueprinting, high performance service innovations, new Service development processes, customer defined service standards-factors, types, and development, physical evidence and the servicescape.

**Unit – IV: Delivering and Performing Service:** Employee's roles in service delivery, customer's roles in service delivery, delivering service through intermediaries and electronic channels, managing demand and capacity.

**Unit – V: Managing Service Promises:** Integrated services marketing communications-need for coordination, five categories of strategies to match service promises with delivery, Pricing of Services-three key ways that service prices are different for customers, approaches to pricing services, pricing strategies that link to the four value definitions. Latest Amendments in Services Marketing.

#### **TEXT BOOKS:**

1. Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, —Services Marketing, 7th edition Pearson, 2015
2. Valerie A. Zeithaml & Mary Jo Bitner, —Services Marketing Integrating customer focus across the firm, TMH, Fifth edition, 2011.
3. John E.G. Bateson, K. Douglas Hoffman : Services Marketing, Cengage Learning, 4<sup>th</sup> Edition, 2012.

#### **REFERENCE BOOKS:**

1. Harsh V. Varma, —Services Marketing text and cases, Pearson, 2<sup>nd</sup> Edition, 2012.
2. Vinnie Jauhari, Kirti Dutta, —Services- Marketing, Operations and Management Oxford University Press, 7th Edition, 2012.
3. K. Rama Mohana Rao, Services Marketing, Pearson, 2e, 2011.

#### **ELECTRONIC RESOURCES:**

1. <https://www.ewbglobal.net/documents/course-tasters/...>
2. [http://www.en.wikipedia.org/wiki/Services\\_marketing/pdf](http://www.en.wikipedia.org/wiki/Services_marketing/pdf)
3. <http://www.ewbglobal.net/documents/course-tasters>
4. <http://www.jaipuria.edu.in/pgdm/wp-content/uploads/2013/07>

## **MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

