



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

PRACTICAL APPROACH TO SERVICES MARKETING								
III Semester: MBA								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA0021M	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 concepts of practical approach to services marketing								

COURSE OVERVIEW:

This course provides an understanding of Services Marketing concepts, consumer behavior in services, service innovation, quality management, and service operations. It focuses on managing service delivery, customer relationships, service promises, and marketing strategies to achieve service excellence in a competitive environment.

COURSE OBJECTIVES:

- To understand the fundamentals and characteristics of services and the services marketing mix.
- To analyze consumer behavior, expectations, and satisfaction in service settings.
- To examine service innovation, service quality models, and service excellence practices.
- To develop knowledge of managing service operations, demand, supply, and service delivery processes.
- To understand strategies for managing service promises through pricing, promotion, distribution, and people management.

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

1. Define the fundamental concepts, characteristics, classifications and marketing mix of services, along with the impact of technology and challenges in the services sector.
2. Explain consumer behavior in services, including customer expectations, perceptions, satisfaction, feedback and strategies for service recovery.
3. Apply concepts of service innovation and quality management, including the Gaps Model, service standards and designing physical evidence and services capes.
4. Analyze service operations by evaluating service processes, blueprinting, demand-supply management, roles of employees and customers, service guarantees and ethical considerations.
5. Evaluate strategies for managing service promises through distribution, people management, pricing and promotion, ensuring effective coordination to align service

delivery with customer expectations.

UNIT I:

Introduction to Services Marketing: Services – Concepts, Characteristics, Classification of Services, Goods vs. Services, Services Marketing Mix, Service Marketing Triangle, Factors responsible for Growth of Services sector, Challenges faced by the Services Sector, Service and Technology, Impact of Technology on Service Firms, Emerging Service Sectors in India.

UNIT II:

Focusing on Consumer: Consumer Behaviour in services, Relevance of Consumer Behaviour, Consumer Expectations in service, Consumer Perceptions of service, Customer Satisfaction, Understanding Consumer Requirements-listening to customers through research, building customer relationships, Customer Feedback, Service Failure and Service Recovery – Recovery Strategies.

UNIT III:

Innovation and Quality: Service Innovation – Design, Challenges, Mapping Patterns of Service Innovation, Types of Service Innovation, stages in service innovation and development - Service Quality, Gaps model of Service Quality-Customer Gap, Provider Gap and Closing Gap, Service Excellence, Service Standards- factors, types, Physical Evidence – managing Physical Evidence, and the Services cape – Designing Services capes.

UNIT IV:

Managing Service Operations: Service Process, Service Blueprinting, Managing Demand and Supply, Participants in Services - Employee's roles in Service Delivery, Customer's roles in Service Delivery, Mass Production and Delivery, Service Guarantee, Ethics in Service Firms.

UNIT V:

Managing Service Promises: Managing Distribution Channels in Service Industry –Strategies for Distribution, Managing People in Service Industry – Challenges, Pricing Strategies for Services – Methods, Promotion Strategies for Services - Need for Coordination in Marketing Communication, five categories of strategies to match service promises with delivery.

TEXT BOOKS:

- ValarieA.Zeithaml &MaryJo-Bitner: Services Marketing–Integrating customer focus across the firm, TMH, 6e,2013.
- John E. G. Bateson, K. Douglas Hoffman: Services Marketing, Cengage Learning, 4e, 2015.
- Vinnie Jauhari, Kirti Dutta: Services Marketing: Operations and Management, Oxford University Press, 2014.

REFERENCE BOOKS:

- Christopher Lovelock, Jochenwartz, Jayanta C, Services Marketing, 7th edition Pearson 2015
- NimitChowdhary, Monika Chowdhary, Textbook of Marketing of Services: The Indian Experience, MACMILLAN, 2013.
- GovindApte: Services Marketing, Oxford Press, 2011.

ELECTRONIC RESOURCES:

1. <https://www.studynama.com/community/threads/338-Brand-management-pdf-lecture-notes-ebook-download-for-mba-students>.

2. http://www.kvimis.co.in/sites/kvimis.co.in/files/ebook_attachments/Keller%20Strategic%20Brand%20.
3. <https://www.scribd.com/doc/17045977/product-and-brand-management-a-concise-note-on-everything-about-product-and-brand-management>.
4. <http://iimsnepal.com/download/e%20book%20materials/mba%20ebook%20material/mba%204th>
5. [%20semester%20ebook%20materials/dmgt508_product_and_brand_management.pdf](#).

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

