

BBA III Year	BBA-E514/614		Semester-V/VI		
	Marketing Of Services				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	06	60

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

- The emergence of service economy: contributory factors, consumption pattern analysis, economic transformation unique aspects of services: goods, services, products, managerial challenges. **(10 hours)**
- Marketing mix: concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis. **(10 Hours)**
- Service system positioning: service delivery process, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process. **(12 hours)**
- Relationship Marketing and Customer Loyalty, Issues in CRM, Concept of Loyalty, creating customer loyalty **(10 hours)**
- 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. **(18 hours)**

SUGGESTED READINGS:

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*. Prentice Hall.
3. Gronroos, C. (2007). *Service Management and Marketing - A customer relationship management approach*. New York: John Wiley.
4. Hoffman, K. D., & John, E. G. B. (2006). *Marketing of services: Concepts strategies and cases*. Thomson-South Western.
5. Shanker, R. (2002). *Services Marketing: The Indian perspective*. New Delhi: Excel Books.
6. Peelen, Ed., Beltman, Rob, (2013). *Customer Relationship Management*. London: Pearson Education.
7. Berman & Evarv. (2017) *Retail Management*, Prentice Hall.

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.