

Group: MARKETING

MBE II Year	MBE-E 321/421		Semester-III/IV		
	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	03	40

OBJECTIVE:The main objective of the course is to help students to learn the various concepts, motivational techniques and polices of marketing of services.

- Marketing of services: Concept & Issues, Conceptual Framework.Reasons, Characteristics, Type & Marketing Implication, Significance of Service Marketing, MIS in Service Marketing, Service. Classification, Services,Encounters and Consumer Satisfaction, Trends in Services Marketing. **(8Hours)**
- Designing Services Strategy: Service Mission and Market Segmentation, Elements of Service, Marketing Mix, Designing, Service Market Plan, Service Design, Branding of Services; Distributing Services – Context and Options; Physical Evidence of a Service, Competitive differentiation; competitive advantage and value chain analysis. **Case Study 1:** Customer retention at Hyundai Motor India Ltd. **(9Hours)**
- Marketing of Financial Services: Marketing of Banking Services, Classification of Customers, Insurance Marketing, Event Management. **(7Hours)**
- Marketing of Health Services: Health Services in India, Hospital Marketing, ITES, Implementing Service Marketing.Service Quality Measurement and Improvement of Service Quality; Consumer Complaint Behavior; Consumer Response to Effective Service Recovery; Principles of Service Recovery; CRM in Services. **Case Study 2:** Taj: I will prevail. Exemplifying customer service in times ofcrisis. **(9Hours)**
- Marketing of Selected Services: Professional Service Marketing, Marketing of Public Utilities. Marketing of Educational Service, Formulation of Marketing Mix in Hotel Industry. Hotel Level Services & Tourism Services, Pricing Decisions Production, Consultancy Marketing. Marketing Segmentation in Consultancy Marketing, Contemporary Issues in Services Marketing. **(7Hours)**

SUGGESTED READINGS:

1. Balaji, B. (2010).*Services Marketing And Management*. New Delhi: S. Chand Publishing.
2. Kapoor, Paul & Halder (2010). *Services Marketing : Concepts and Practices*. New Delhi: Mcgraw Hill.
3. Lovelock, C(2011).*Services Marketing*. New Delhi:Pearson India.
4. Rao, K.R.(2013). *Service Marketing*.New Delhi: Pearson India.
5. Srinivasan, R (2014). *Services Marketing : The Indian Context*. New Delhi: PHI.
6. Verma, H. (2012). *Marketing of Services*. New Delhi: PHI.
7. Zeithaml, V., Gremler, D., Bitner, M. J., & Pandit, A. (2009). *Services marketing: integrating customer focus across the firm*. New Delhi: McGraw Hill.
8. Fisk, R. P., Grove, S. J., & John, J. (2008). *Interactive services marketing*.New York: Houghton Mifflin.
9. Gronroos, C. (2004). *Service management and marketing: A customer relationship management approach*. New York: John Wiley.
10. **Case Studies1:**<https://www.emeraldinsight.com/doi/full/10.1108/EEMCS-06-2013-0078>
11. **Case Studies2:**<https://www.emeraldinsight.com/doi/full/10.1108/20450621211304289>

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.

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