

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Fifth Year M.B.A. (SEM-X)
KS_M_M_57
Services Marketing (Marketing Elective)

3 credit course

Objective: The objective of this course is to help students understand the concept of service marketing in detail. Various classification models of services help students to clarify differences between various services and its marketing implications. Service Mix elements help students to systematically understand and design service experiences. Issues related to demand and supply of services helps to explain the operational environment of services. An important consideration is also given to service quality along with service failure and recovery mechanisms.

Module – I INTRODUCTION TO SERVICES

[20%]

Service marketing introduction

- Service – Concept
- Reasons for growth of services
- Role of Services in the Economy
- Differences between Goods and Services
- Classification Models for services
- Service Characteristics and their implications

Module - II MARKETING MIX ELEMENTS

[20%]

Service related marketing mix elements

- The Service Product
- Services differentiation
- Pricing strategies of Services
- Service Distribution

Module – III EXTENDED MARKETING MIX ELEMENTS

[20%]

Extended Marketing mix elements

- People
- Service Triangle (Internal, External and Interactive Marketing)
- Physical Evidence
- Service Scape Design and Elements
- Service Process
- Blueprinting

Module – IV MANAGING DEMAND AND SUPPLY

[20%]

Demand Situations and Patterns

- Strategies for managing demand and supply
- Yield Management

Service Encounter

- Types of Service Encounters
- Growing role of Self-service Technologies

Module – V SERVICE QUALITY

[20%]

Service Quality Concept

- Service Quality Gaps
- Servqual Model
- Techniques for Improving service quality

Service Failure and Recovery

- Service Failure and its types
- Customer Complaints
- Service Recovery
- Customer Complaints – Types and Reasons
- Complaint Handling Process
- Solving Service Failure

No of lectures in semester: Approximately 40 to 45 hours

Assignments: Minimum 3 Assignments

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- Services Marketing by Lovelock and Wirtz (Pearson Education)
- Services Marketing by K.Rama Mohana Rao (Pearson Education)
- Services Marketing by Hoffman and Bateson (Thomson Southwestern)
- Services Marketing by Harsh Verma (Pearson Education)
- Marketing of Services by Deepak Bhandari and Amit Sharma (Vrinda Publication)