

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MAM (MASTERS IN APPLIED MANAGEMENT)

### DUAL DEGREE PROGRAMME

Year – V (Semester – IX) (W.E.F. December 2015)

**Specialization: Marketing**

**Subject Name: Service Marketing**

**Subject Code: 4190521**

**1. Objective:** Services are becoming a dominant economic driver in the Indian economy. With increasing competition and discerning buyers, it has become inevitable for the marketers to go for relationship management to attract, retain and grow customers. The course is designed to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on a national basis. The course intends to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. It deals with the problems commonly encountered in marketing services -- such as intangibility (inability to inventory), difficulty in synchronizing demand and supply, difficulty in controlling quality and retaining customers. Strategies used by successful services marketers to overcome these difficulties are addressed to by the course contents.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

**3. Course Contents:**

| Module No: | Module Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | No. of Sessions | Marks (70 External) |
|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------|
| I          | <b>Basics of Services Marketing:</b><br><br>What are Services? ; Why Study Services? ; Role of services in the economy; Services and Technology - technology in service encounter, emergence of self service, automation in services, Internet services; Distinctions between Services and Goods; Services Marketing Mix;<br><br><b>Customer Behavior in Service Encounter:</b><br><br>Four Categories of Services – People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing;; Customer Decision Making – Pre-purchase Stage, Service-Encounter Stage and Post-Encounter Stage; ; Customer Expectations and Perceptions of Services – Zone of Tolerance | 7               | 17                  |

|     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |   |                                       |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---------------------------------------|
| II  | <b>Services Marketing Mix:</b><br><br>Product – Core and Supplementary Elements, Branding<br><br>Service Products ;<br><br>Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management, Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies; Promotion – Role of Marketing Communication,                       | 7 | 17                                    |
| III | <b>Expanded Marketing Mix:</b><br>People – Employees’ Role in Service Delivery, Service Leadership and Culture,<br>Process – Service Blueprinting, Service Process Redesign<br>Physical Evidence - Servicescape, Service Environments,<br><br><b>Managing Capacity and Demand:</b><br><br>Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands                                                                                         | 7 | 18                                    |
| IV  | <b>Service Quality and Relationship Management:</b><br>Services Quality: Gaps Model; Measuring and Improving Service Quality;<br>Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships<br><b>Relationship Marketing:</b><br><br>Customer Retention; Customer Loyalty; Strategies for reducing Customer Defections; and Customer Relationship Management (CRM), CRM Software Exposure | 7 | 18                                    |
| V   | <b>Practical Module:</b> <ul style="list-style-type: none"> <li>• Service Blue Prints.</li> <li>• Gap analysis in Various services including Public</li> <li>• Transport and public services with respect to India. Any other application.</li> </ul>                                                                                                                                                                                                                   | 8 | (20 Marks of CEC Internal Evaluation) |

**4. Teaching Methods:** The following pedagogical tools will be used to teach this course:

1. Lectures
2. Case Discussions and Role Playing
3. Audio-visual Material (Using CDs/ Clippings)

#### 4. Assignments and Presentations

#### 5. Evaluation:

|          |                                                                                                         |                                             |
|----------|---------------------------------------------------------------------------------------------------------|---------------------------------------------|
| <b>A</b> | Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc | Weightage 50 marks<br>(Internal Assessment) |
| <b>B</b> | Mid-Semester Examination                                                                                | Weightage 30 marks<br>(Internal Assessment) |
| <b>C</b> | End –Semester Examination                                                                               | Weightage 70 marks<br>(External Assessment) |

#### 6. Text Books:

| <b>Sr. No.</b> | <b>Author</b>                                             | <b>Name of the Book</b>                                        | <b>Publisher</b>      | <b>Edition</b>  |
|----------------|-----------------------------------------------------------|----------------------------------------------------------------|-----------------------|-----------------|
| T1             | Lovelock Christopher, Wirtz Jochen and Chatterjee Jayanta | Services Marketing: People, Technology, Strategy               | Pearson Prentice Hall | Latest Edition, |
| T2             | Zeithaml V. A., Bitner M.J., Gremler D.D., and Pandit A.  | Services Marketing: Integrating Customer Focus Across the Firm | Tata McGraw Hill      | Latest Edition  |
| T3             | Nargundkar Rajendra                                       | Services Marketing: Text and Cases                             | McGraw Hill           | Latest Edition  |

#### 7. Reference Books:

| <b>Sr. No.</b> | <b>Author</b>                         | <b>Name of the Book</b>                                                      | <b>Publisher</b> | <b>Edition</b> |
|----------------|---------------------------------------|------------------------------------------------------------------------------|------------------|----------------|
| R1             | R. Srinivasan                         | Services Marketing                                                           | PHI              | Latest Edition |
| R2             | Fitzsimmons J.A. and Fitzsimmons M.J. | Service Management: Operations, Strategy, Information Technology             | Tata McGraw-Hill | Latest Edition |
| R3             | Clow K. E. And Kurtz D.L.             | Services Marketing: Operations, Management, and Strategy                     | Biztantra        | Latest Edition |
| R4             | Gronroos Christian                    | Service Management and Marketing: Customer management in Service Competition | Wiley            | Latest Edition |
| R5             | Jauhari Vinnie and Dutta Kirti        | Services: Marketing, Operations, and Management                              | Oxford           | Latest Edition |

### 8. List of Journals / Periodicals/Magazines/Newspapers:

Journal of Services Marketing, Journal of Services Research, Journal of Marketing, ICFAI Journal of Service Management,

**NB:** The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

### 9. Session Plan:

| Session | Topic                                                                                                                                                                   |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1       | What are Services? ; Why Study Services, Role of services in the economy.                                                                                               |
| 2       | Services and Technology - technology in service encounter, emergence of self-service, automation in services, Internet services                                         |
| 3       | Distinctions between Services and Goods                                                                                                                                 |
| 4       | Services Marketing Mix                                                                                                                                                  |
| 5       | Four Categories of Services – People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing                                          |
| 6-7     | Customer Decision Making – Pre-purchase Stage, Service-Encounter Stage and Post-Encounter Stage, Customer Expectations and Perceptions of Services – Zone of Tolerance; |
| 8       | Product – Core and Supplementary Elements, Branding Service Products                                                                                                    |
| 9-10    | Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management                                                                   |
| 11-12   | Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies       |
| 13-14   | Promotion – Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication                                                   |
| 15-16   | People – Employees’ Role in Service Delivery, Service Leadership and Culture,                                                                                           |
| 17-18   | Process – Service Blueprinting, Service Process Redesign                                                                                                                |
| 19-20   | Physical Evidence - Servicescape, Service Environments                                                                                                                  |
| 21      | Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands                                                                                   |
| 23      | Services Quality: Gaps Model; Measuring and Improving Service Quality                                                                                                   |
| 24      | Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships                                |
| 25      | Customer Retention                                                                                                                                                      |
| 26      | Customer Loyalty                                                                                                                                                        |
| 27      | Strategies for reducing Customer Defections                                                                                                                             |
| 28      | Customer Relationship Management (CRM)                                                                                                                                  |

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|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 29-36 | <b>Practical Module:</b> <ul style="list-style-type: none"> <li>• Service Blue Prints</li> <li>• Gap analysis in Various services including Public Transport and public services with respect to India</li> <li>• Any other application</li> </ul> |
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