

Services Marketing

Introduction & Background

Services marketing is a sub field of marketing and service sector is covering a major portion of world's economy. Common examples of services marketing are found in telecommunications, air travel, health care, financial services, all types of hospitality services, car rental services, education, trade, media public utilities and professional services. Service marketing is a new phenomenon in the domain of marketing. At the start services were considered as a support to the production and marketing of goods. With the passage of time service sector started to grow and appeared as a significant employer and contributor to nations' GDPs, and marketing experts significantly thought of services as a separate discipline. Research on the concept gave rise to multiple theories like the product-service spectrum, relationship marketing, franchising of services, customer retention, and others. Now the service sector is prevailed everywhere in the world.

Market Need if possible

As the service sector is prevailing hugely on world's economy that's why the market need to read this course is the most significant. Services are everywhere like telecommunications, air travel, health care, financial services, all types of hospitality services, car rental services, education, trade, media public utilities and consultancy.

So there is the utmost for the students of business administration need to read this course.

Course Audience/Target Market

The course is offered in Masters and MS level as the course of specialization. Moreover, the course is also offered in certificate courses/diploma courses.

Course Objectives	Course Outcomes	Graded Activities
<ol style="list-style-type: none">1. The course enables the students to explore issues and practices in the field of services.2. The course enables the	<ol style="list-style-type: none">1. After reading the course students will be able to find out a drop of services in every segment.2. The students will have a clear differentiation of pure services and hybrid services.	Graded activities consist of __ assignments, __ GDBs, and _

<p>students to discover new developments and opportunities in the field of services marketing.</p> <ol style="list-style-type: none"> 3. The course makes the students learn the characteristics of services which make them different from that of goods. 4. 5. The course will enable the students to learn techniques to minimize the gaps between service provider and customer. 6. The course will help the students to develop managerial thinking and sharpen their knowledge of customized services. 7. The course helps out the students to learn how to develop long term relations with customers while providing diverse services. 8. The course discusses different models along with real life examples which make the students able to think practically 	<ol style="list-style-type: none"> 3. Students will learn significance of the pre- and post-purchase process for services 4. Students will be equipped with the skills of understanding how to provide quality services while taking into account the variable aspect of services. 5. Learn how service providers can use internal marketing, its significance, and its payoff in developing a customer-focused service culture. 6. 7. Learn to develop customer value package, develop brand loyalty, and retain customers. 8. 9. Learn to develop the right servicescape and enhance its impact for customer retention and profitability. 10. 11. Learn to develop competitive advantage by a firm and related marketing strategies to sustain that advantage. 12. Be trained to know which dimensions of services serve as the best performance measures. 	<p>quizzes.</p> <p>Assignments and GDBs' topics will be based on theoretical and practical aspects of service industry. Student's knowledge about current trends prevailing in service industries, real life examples of service sector and theoretical concepts and terms will be tested through these sessional activities.</p>
<p>Assessment Scheme Assignments : ___weightage Graded Discussion Board: ___ weightage Quizzes: ___Weightage Midterm Exams: ___weightage Final term exams: ___weightage</p>		

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Course Strategy

During the semester the lectures will be aired on VU channels. Three lectures per week will be opened for discussion. Lectures are also available on LMS, you tube, VU open courseware and CDs.

Students will be able to ask the question regarding lectures through moderate discussion board (MDB).

The student's performance will be assessed while giving graded activities.