

A decorative graphic consisting of three blue circles of varying sizes and two thin blue lines. One line starts from the top left and passes through the center of the top circle. Another line starts from the top left and passes through the center of the middle circle. A third line starts from the top right and passes through the center of the bottom circle. The circles are arranged in a descending staircase pattern from top to bottom.

Services Marketing

MKT725

Course Overview

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Course overview

This course enables the students to unravel the ever evolving trends in field of services marketing. It focuses on imminent models of services marketing to address the theoretical and practical issues involved along with discussing the strategies, information and knowledge available to substantiate the models. It helps in equipping the student with both academic and managerial critical thinking. The course is intended for organizations whose core product is service e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, high technology manufacturers etc.

Target Audience

This is a specialization course intended for MS students pursuing their specialization in Marketing. Thereby students are required to be familiar with core marketing courses. This course is intended for researchers with primary aim of developing and refining their academic and theoretical thinking and professional managers who are involved with day to day practical issues and need analytical and creative skills to grapple those issues.

Course Objectives

1. This course intends to build upon the fundamental concepts and theories of core Marketing subjects and the need of Services Marketing as a separate discipline.
2. This course aims at discussing contemporary issues faced in the Services Marketing practical field to explore and cater for the current market trends.
3. To inculcate an understanding of application of the learnt concepts and theories as a marketer to develop marketing programs and strategies reflecting current marketing practices.
4. To develop a professional acumen by inculcating evaluative reasoning skills in students by exploring contemporary issues.
5. To develop research based analytical skills for research in Services Marketing field.

Course Learning Outcomes

After the completion of this course, the students will be able to:

1. To develop critical understanding of concepts, theories and practical issues arising in services' marketing field.
2. Develop understanding of key concepts as Services' triangle, GAPS model, SERVQUAL, service quality, customer satisfaction and customer loyalty.
3. Analyze the changing scenarios by promoting a customer service-oriented mindset for students falling in both categories of theorists or researchers and professional managers.
4. Compose, plan and create viable marketing programs for real time marketing challenges and problems.
5. Incorporate suitable research processes, methodologies and techniques for research in contemporary research issues and problems.

Course Objectives	Course Outcomes	Graded Activities
<p>OB1. This course intends to build upon the fundamental concepts and theories of core Marketing subjects and the need of Services Marketing as a separate discipline.</p> <p>OB2. This course aims at discussing contemporary issues faced in the Services Marketing practical field to explore and cater for the current market trends.</p> <p>OB3. To inculcate an understanding of application of the learnt concepts and theories as a marketer to develop marketing programs and strategies reflecting current marketing practices.</p>	<p>1.To develop critical understanding of concepts, theories and practical issues arising in services' marketing field.</p> <p>2. Develop understanding of key concepts as Services' triangle, GAPS model, service quality, SRVQUAL, customer satisfaction and customer loyalty.</p> <p>3. Analyze the changing scenarios by promoting a customer service-oriented mindset for students falling in both categories of theorists or researchers and professional managers.</p>	<p>Graded Discussion Board no.01 Article tile: Classifying services to gain strategic marketing insights)</p> <p>Assignment no.01 Article: Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioral intentions?</p>
<p>Ob3. To develop a professional acumen by inculcating evaluative reasoning skills in students by exploring contemporary issues.</p>	<p>4. Compose, plan and create viable marketing programs for real time marketing challenges and problems.</p>	<p>Graded Discussion Board no.02 Article: Materialism, Status Signaling, and Product Satisfaction</p>
<p>OB5. To develop research based analytical skills for research in Services Marketing field.</p>	<p>5. Incorporate suitable research processes, methodologies and techniques for research in contemporary research issues and problems.</p>	<p>Assignment no.02 Article on Marketing Research will be provided to develop a flair for research in the students. Task: Developing a research synopsis on a viable research topic in Services marketing Field.</p>

Course Contents

Welcome to the course "Services Marketing". In this course you will learn lots of marketing concepts and interesting behaviors of consumers while using the services. Your intellectual journey will start with an introduction of Services Marketing and learning the elements of extended marketing mix for service oriented businesses. The course content entails defining characteristics of services as discernible from products. It will cover the important topic of developing an understanding of consumer expectations and how to cope with those during the pre- and post-purchase phases by elucidating the significance of the pre- and post-purchase process for services. This course intends to cover topics on internal marketing, external marketing and interactive marketing.

This course has a special focus on understanding the basic determinants of quality with a special coverage on SERVQUAL. For a practical evaluation of real time marketing scenarios students would learn to develop and sustain competitive advantage by a firm. This course also focuses on explaining service blueprinting and key issues facing today's customer service providers and service managers. The dynamics of channel structures, distribution management, and distribution growth strategies are an important part of this course and students would understand and appreciate the accuracy and appropriateness of effective communication programs. This course has a special focus on making students skilled at evaluating service performance through measurement techniques. I am quite positive that after studying this course you will be able to apply all learned skills in your professional life.

Have a happy learning experience!

Note: Lecture wise topic can be viewed in course calendar.

Recommended books:

The main text book

“Services Marketing – Integrating Customer Focus Across The Firm” by Valarie A. Zeithaml and Mary Jo Bitner: McGraw Hill

Other suggested readings

“Services Marketing, 2e – Operation, Management, and Strategy” by Kenneth E. Clow, Ph.D. and David L. Kurtz, Ph.D.: Biztantra – Innovation in Management

“Services Marketing – A Management Perspective” by Rod McColl, Bill Callaghan, and Adrian Palmer: McGraw Hill

“Services Marketing People, Technology, Strategy” by Christopher LoveLock, Jochen Wirtz and Jayanta Chatterjee. Sixth Edition. Pearson Prentice Hall

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).

One online session will be conducted to discuss the course related issues and new further topics.

Multiple articles will be available in download section for further study.

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

Note: Assignments and GDB topics you are advised to see course calendar.