



MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 557: SERVICE MARKETING

Workload	: 4 hours per week – Total credits 4
Examination	: 3 hours 70 marks
Objectives	: To equip the student with the marketing strategies used in the emerging services sector.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars.

Chapter 1: Introduction to services: Concepts, Contribution of service sector in the economy, reasons for the growth of services sector, Characteristics of Services, Different service Marketing activities, Categorizing Service Processes , Service Marketing Mix – 7P’s of Services Marketing, Concept of service marketing triangle, Marketing challenges in service industry.

Chapter 2: Consumer behavior in services: Search, Experience and Credence property of services, Customer expectation of services, two levels of expectation, Zone of tolerance, Factors influencing customer expectation of services; Customer perception of services - Factors that influence customer perception of service, Service encounters, Customer satisfaction, Strategies for influencing customer perception; The purchase process for services – customer behavior at different points in the service experience; Managing demand and capacity– Lack of inventory capability, Understanding demand patterns, Strategies and Tools for matching capacity and demand, coping with fluctuating demand, Waiting line strategies.

Chapter 3: Managing Relationships: Building customer relationship through retention strategies, Relationship marketing, Evaluation of customer relationships, Benefits of customer relationship; Market segmentation - Basis and targeting in services; complaint handling and service recovery.

Chapter 4: Service standards and Managing service quality and productivity – Concept of Service quality, Contrasting quality components in manufacturing and services, capturing the customer’s perspective of service quality, generic dimensions customers use to evaluate service quality, The SERVQUAL Scale, The GAP Model, measuring and improving service quality, Tools for analyzing and addressing service quality problems, Defining and measuring productivity, improving service productivity, TQM

Chapter 5: Designing and managing service processes and Planning the service environment - New service development types, stages; blueprinting, steps, identifying failure points, failure proofing, fail-safe methods for service personnel, fail-safe methods for the customer, service process redesign; the customer as co-producer, levels of customer participation, self service technologies, service firms as teachers, Customers as partial employees; the problem of customer misbehavior, addressing the challenge of Jay customers.

Chapter 6: Pricing of services- Pricing Revenue Management and Distribution of services – objectives of pricing, foundations of setting prices- cost based, value based, competition based, Revenue management –meaning, strategies, ethical concerns and perceived fairness of pricing policies, pricing issues, pricing fences. Distribution in the service context, the type of contact: options for service delivery, decisions about place and time , service delivery in cyberspace, role of intermediaries, internationally distributed services.

Chapter 7: Customer's role in service delivery - Importance of customer & customer's role in service delivery, Strategies for enhancing Customer participation, Delivery through intermediaries- Key intermediaries for service delivery, Intermediary control strategies.

Chapter 8: Role of marketing communication and Physical evidence in services: Importance of communication in service marketing, four categories of strategies to match service promises with delivery, Methodology to exceed customer expectation; Types of services capes, Role of services capes, Frame work to understand services capes and their effect on behavior, Guidance for physical evidence strategies.

References:

1. Valarie A. Zeithmal& Mary Jo Bitner- Services Marketing - TMH.
2. Christopher Lovelock- Services Marketing- Pearson Education.
3. Kenneth E Clow& David L Kurtz- Services Marketing: Operation, Management, and Strategy-Biztantra.
4. Ravi Shankar -Services Marketing: The Indian Perspective- Excel Books.
5. RajendraNargundkar-Services Marketing -TMH.
6. GovindApte-Services Marketing - Oxford.
7. Hoffman& Bateson- Services Marketing - Cengage Learning.
8. Peter Mudie and Angela Pirrie-Services Marketing - Elsevier.
9. Audrey Gilmore -Services Marketing and Management- Response Books - Sage India.
- 10.Jha S. M- Service Marketing - HPH.