

SCHOOL OF BUSINESS STUDIES
CENTRAL UNIVERSITY OF KASHMIR
MBA-MM01 SERVICES MARKETING
CURRICULUM TRANSACTION STRATEGY

By: Mrs Insha Farooq Mir, Assistant Professor Department of Management Studies, Central University of Kashmir.

Course Code	Title of the Course	Type of course	Credits	Max. Marks CIA	Max. Marks External
MBA-MM01	Services Marketing	E	4	40	60

Unit-I	Topic	Methodology	No of Classes needed
	The concept of service, characteristics of Service, classification of service	Lecture/PPT/Case Study	5
	Service positioning, Service delivery process	Lecture/Case Study	4
	Customer decision making in services.	Lecture/Case Study	5
Learning outcome	After studying this unit the student should be able to understand the concept of Services marketing. The student shall be in a position to comprehend the strategic significance of Service positioning on organization's overall success. This unit also provides important insights on Customer decision making in services.		
Reference Material	<ul style="list-style-type: none"> ➤ Chistopher lovelock, Services Marketing, Pearson Education Asia, New Delhi. ➤ K. Douglas Hoffman, John. E.G. Bateson, Essentials of Service Marketing, Thomson, New Delhi. ➤ Valarie Zeithmal & Mary Jo Bitner, Services Marketing, Tata McGraw Hill, New Delhi. 		

Unit-II	Topic	Methodology	No of Classes needed
	The Seven Ps of services marketing: Product decision, Pricing, Promotion of service and placing of distribution methods for services	Lecture/PPT/Case Study	6
	Special dimensions in services marketing – people, physical evidence and process	Lecture/ PPT/ Case Study	6
Learning outcome	The student shall discover the significance of Extended Marketing Mix. This unit also enlightens the student about the application of Marketing mix in various service sectors.		
Reference Material	<ul style="list-style-type: none"> ➤ Valarie Zeithmal & Mary Jo Bitner, Services Marketing, Tata McGraw Hill, New Delhi. ➤ Verma, H. V. Services marketing: text and cases. Pearson Education, New Delhi. 		

Unit-III	Topic	Methodology	No of Classes needed
	Managing Demand and Supply through capacity planning and segmentation – Internal marketing of Services	Lecture/PPT/Case Study	6
	External and Internal orientation of service strategy. Service triangle.	Lecture/ Case Study	6
Learning outcome	This unit focuses on managing demand and capacity through proper planning. After the completion of this unit the student should be able to implement various service strategies in order to overcome		

	the perishable nature of services.
Reference Material	<ul style="list-style-type: none"> ➤ Valarie Zeithmal & Mary Jo Bitner, Services Marketing, Tata McGraw Hill, New Delhi. ➤ Verma, H. V. Services marketing: text and cases. Pearson Education, New Delhi.

Unit-IV	Topic	Methodology	No of Classes needed
	Gaps model of services, SERVQUAL, Quality gaps, customer expectations-perceived service gap.	Lecture/PPT/Case Study	5
	Factors and techniques to resolve service gaps, performance gap – key factors and strategies for closing the gaps.	Lecture/ PPT/Case Study	5
	External communication to the customers, developing appropriate and effective communication about service quality	Lecture/PPT/Case Study	5
Learning outcome	The student should be able to recognize the difficulty in measuring quality of service offerings by organizations and how to overcome this issue using SERVQUAL. They should also be in a position to develop appropriate and effective strategies for closing the gaps.		
Reference Material	<ul style="list-style-type: none"> ➤ Chistopher lovelock, Services Marketing, Pearson Education Asia, New Delhi. ➤ K. Douglas Hoffman, John. E.G. Bateson, Essentials of Service Marketing, Thomson, New Delhi. 		

Unit-V	Topic	Methodology	No of Classes needed
	Marketing of Specialized Services: Building marketing strategy for hospitality	Lecture/ Group discussions / case study	5
	Building marketing strategy for Tourism and Travel	Lecture/ Group discussions / case study	5
	Building marketing strategy for Educational and Financial services	Lecture/Group discussions/ case study	5
Learning outcome	The student should be able to build marketing strategies for Hospitality, Tourism, Travel, Educational and Financial services		
Reference Material	<ul style="list-style-type: none"> ➤ Shanker, R. Services marketing: The Indian perspective, Excel Books, New Delhi 		

Major Learning Outcomes:

At the end of the semester the student will be able to:

- State the role and functions of services marketing within the principal industries of the service sector
- Understand the components of the expanded services marketing mix for analysing the transforming forces in service markets
- Apply the introduced conceptual frameworks, theory and techniques to varied industries in service sector
- Analyze the relevance of service marketing concepts and theories in developing effective service marketing strategies
- Know how service firms use different branding strategies

- Recognize that different demand-supply situations that firms may face and use capacity management techniques to match variations in demand
- Gain familiarity with the different perspectives and dimensions of services quality
- Develop marketing strategies for Hospitality, Tourism, Travel, Educational and Financial services

ACIVITIES:

- Case studies
- Assignments
- Worksheets
- Presentations
- Group discussions

Points for discussion:

- Understanding the role of services marketing in business organizations.
- Giving students the essence of services marketing and its applications in current business world.
- Describe major basis for segmenting business and consumer markets in different service sector.
- Consumer buying behaviour and models applicable in service sector
- Extended Marketing mix and its applications.
- Managing Demand and Supply through capacity planning and segmentation
- Determine factors and techniques to resolve service gaps
- Developing appropriate and effective communication about service
- Building marketing strategy for Hospitality, Tourism, Travel, Educational and Financial services

Suggested Readings:

- Christopher Lovelock, Services Marketing, Pearson Education Asia, New Delhi.
- K. Douglas Hoffman, John. E.G. Bateson, Essentials of Service Marketing, Thomson, New Delhi.
- Helen Woodroffe – Services Marketing, Mcmillan India Ltd. New Delhi.
- Mudie, P., & Pirrie, A, Services Marketing Management: Butterworth Heinemann, USA.
- Valarie Zeithmal & Mary Jo Bitner, Services Marketing, Tata McGraw Hill, New Delhi.

Reference Books:

- Kellogg, Complete MBA Companion in Marketing, Financial Times/Prentice Hall, New Delhi
- Peggy Hadden, The Artist's Guide to New Markets: Opportunities to Show and Sell Art Beyond Galleries, Allworth Press, New York
- Verma, H. V. Services marketing: text and cases. Pearson Education, New Delhi.
- Shanker, R. Services marketing: The Indian perspective, Excel Books, New Delhi.

Journals:

- Journal of Services Marketing, Academy of Marketing Science
- Journal of Services Marketing, Emerald Insign