

Services Marketing

1. Overview: Services Marketing

- Introduction
- Foundation of Services Marketing
- The services Concept
- Service Industry
- Nature of Services
- Classification of Services
- Importance of Services Marketing
- Consumer versus Industrial services,
- Growth in Services
- Global and Indian Scenario

2. Distinctive characteristics of Services

- Introduction
- Four I's of Services
- Intangibility,
- Inconsistency
- Inseparability and
- Inventory

3. Issues in Marketing of Services

- Extended services Marketing Mix
- Introduction to the 7 Ps marketing mix
- Product
- Service product
- Standalone service products and service products bundled along with tangible products
- Service Life Cycle

4. Distribution:

- Place
- Distribution Strategies for Services
- Challenges in distribution of Services
- Role of Internet in distribution of Services.

5. Promotion:

- Promotion objective for Services
- Personnel Selling
- Advertising and Sales Promotion
- Role of Relationship Marketing in promoting services

6. Pricing

- Factors involved in pricing a service product
- demand variation and capacity constraints
- Capacity Planning
- Measures to respond to changes in demand
- Reshaping demand using effective pricing
- Pricing under variation conditions
- Strategies to manage perishability

7. People:

- Introduction
- The key role of service employees in a service business
- Services marketing triangle
- Service profit chain
- Concept of Service encounter
- Moment of Truth
- Training and development of employees
- Motivation and empowerment
- Role of HR and internal marketing

8. Physical evidence

- Introduction
- Nature of physical evidence
- Importance of physical evidence in services
- Tangibilizing through physical evidence
- Service scapes

9. Process

- Service as a process & as a system
- Different process aspects and managerial challenges
- Strategies for managing inconsistency
- Customer role in services
- Customers as 'co-producers'
- Self Service Technologies,
- Customer Service in Service Marketing
- Service Blue prints
- Service Mapping
- Managing Employees for Service orientation

10. Customer satisfaction and Service Quality

- Managing the services marketing effort
- performance measurement

- enhancement and control
- Service Encounter and Management
- Monitoring and Measuring Customer Satisfaction
- Order taking and fulfillment
- Service Guarantee
- Handling complaints effectively
- Service Failure and Recovery
- Concept and Importance of quality in Services
- Service Quality Models- Gronroos model – PZB Gaps model - SERVQUAL & SERVPERF

11. Services Segmentation and Strategy

- Introduction
- Services Marketing Strategy
- Services Market Segmentation
- Problem areas of segmentation
- Targeting
- Positioning and Differentiation of Services
- Positioning the intangibles – Perceptual maps.
- Differentiation of Services

12. Relationship Management and Technology

- Relationship Marketing of Services
- The Process, Role and Implications of Relationship Marketing in Services Marketing
- customer value
- Role of IT services
- Applying technology to service settings,
- E services
- Online consumer behaviour

Books Recommended

1. Essence of Services Marketing – Payne Adrian
2. Services Marketing : People, Technology & Strategy - Christopher Lovelock
3. Services Marketing – Ravi Shanker
4. Strategic Services Management – Boyle
5. Excellence in Services – Balachandram
6. Services Marketing-Valarie.A.Zeithaml,Mary Jo Bitner
7. Services Marketing - Zeithaml, Bitner, Gremler & Pandit, TMGH, 4th ed.
8. Essence of Services Marketing - Ardian Payne
9. Services Marketing - Helen Woodruff