



**M.B.A. Semester IV**  
**MARKETING SPECIALISATION**

**PM04EMBA25: MARKETING OF SERVICES**

<b>Course Code</b>	<b>PM04EMBA25</b>	<b>Title of the Course</b>	<b>Marketing of Services</b>
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none"><li>• To build conceptual knowledge and skills related to managing service marketing.</li><li>• To develop the understanding of a new perspective of service marketing and innovative practices.</li></ul>
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<b>Course Content : 30 sessions</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
1.	Understanding Service Products, Consumers, and Markets: New Perspectives on marketing in the Service Economy, Consumer Behavior in the context of a service, Positioning Services in Competitive Markets Delivering Customer Service	25
2.	Applying the 4 Ps of Marketing to services: Developing Service Products: core and Supplementary Elements, Distributing Services through Physical and Electronic channels, Setting Prices and Implementing Revenue Management.	25
3.	Promoting Services and educating customer, Managing the customer interface: Designing and Managing Service Processes, Balancing demand and productive capacity, Crafting the services environment.	25
4.	Managing People for service advantage: The Accellion Service Guarantee, Implementing Profitable Service Strategies: Managing Relationship and building Loyalty, Complaint Handling and Service Recovery, Improving service Quality and Productivity, Striving for Service leadership.	25



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Teaching-Learning Methodology	Class discussion and presentation on concept and issues, Case Studies. Practical Assignments, Group Presentation, Open book test and Quizzes.
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<b>Evaluation Pattern</b>		
<b>Sr. No.</b>	<b>Details of the Evaluation</b>	<b>Weightage</b>
1.	Mid Semester Written / Practical Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	End – Semester University Examination	40%

<b>Course Outcomes: Having completed this course, the learner will be able to</b>	
1.	Differentiate the marketing of services and physical goods.
2.	Develop essential skills such as interpersonal skills, abstract thinking, empathy, and service leadership to effectively do marketing of services.
3.	Position and promote services successfully.
4.	Apply 4 P's of marketing of services and improve service quality
5.	Enhance employability.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Christopher Lovelock, Jochen Wirtz, Jayanta Chatterjee, Service Marketing – People, Technology, Strategy, Seventh Edition Pearson Education.
2.	Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D Gremler, Ajay Pandit, Service Marketing: Integrating Customer Focus Across Form, Management, McGraw Hill Education (India) Private Limited, 6th Edition.



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On-line resources
Digital Library resources from <a href="http://www.spuvvn.edu/administration/service_centres/library/digital_library.php">http://www.spuvvn.edu/administration/service_centres/library/digital_library.php</a>
<a href="http://www.spuvvn.edu/administration/service_centres/library/open_sources/free_ejournals.php">http://www.spuvvn.edu/administration/service_centres/library/open_sources/free_ejournals.php</a>
Books from Union Catalog of Inflibnet: <a href="https://indcat.inflibnet.ac.in/">https://indcat.inflibnet.ac.in/</a>
Knowledge Management World, <a href="https://www.kmworld.com/index.cfm">https://www.kmworld.com/index.cfm</a>