

506: Services Marketing

Theory Credits:3 Lab Credits:0

Objective:

Marketing of physical goods and other areas of conventional marketing are today supported by a vast array of strategies to choose from. In comparison the marketing of services is a relatively new field providing unique challenges to the marketer. This program has been designed to embrace both the conventional , as well as the most recent concepts in marketing, with a specific bias towards Services marketing.

Sr. No.	Topic Name	No. Of Hrs
01	Overall Perspective – Process of Economic Development structural transformation leading to emergence of Services Sector as a dominant contribution GDP worldwide, importance of service sector.	3
02	Nature of Services: Categories of service with characteristics of services (The IS & Ps) and their marketing implications . Need of importance of services Marketing- Scope of services Marketing service Marketing process.	6
03	Designing / Developing ' Service' as a' Product' product planning and standards for product Design.	6
04	Services Market Segmentation, Positioning and Differentiation of services.	6
05	Distribution and Distribution strategies for Services- Challenges in Distribution of services.	6
06	Personal selling, Advertising and Sales promotion in Service Marketing Service Industry.	6
07	Customer Service in Services Marketing – Monitoring and measuring service Quality, Service Quality Models- Characteristics of Quality Service organizations- Monitoring Customer Satisfaction effective handling of customer grievances / complaints- Relationship marketing in services Marketing	6
08	Post, Sales services, Product support services	6

	and major trends in product support strategies	
	Total	45

Reference Books:

- a. Services Marketing –Zeith Bitnar
- b. Services Marketing-Rammohan Rao
- c. Marketing Management- Philips Kolre
- d. Marketing Management- Ranjan Sexena