

Course Code	Course Title	L	T	P	C
OLMBA618	Services Marketing	3	1	0	4
Pre-requisite	NIL	Syllabus Version			
		1.0			
Course Objectives:					
1. To explore the core principles and challenges of service marketing. 2. To design efficient service process and develop service recovery methods. 3. To inculcate customer-centric mindset to nurture long-term relationships. 4. To develop services marketing mix appropriately.					
Course Outcomes:					
1. Understand the unique challenges inherent in the marketing and deliver exceptional services while maintaining profitability. 2. Develop effective service tools and strategies through designing service processes, customer experience management, and service recovery strategies. 3. Acquire skills to master customer relationship management and promote customer service-oriented mindset. 4. To create effective service brands.					
Module:1	Overview of Service Economy, Markets, and Customers				
Broad categories of services – 7Ps of services marketing – 3-stage model of service consumption: Pre-purchase Stage; Service Encounter Stage; Post-Encounter Stage - Customer-Driven Services Marketing Strategy.					
Module:2	Applying 4Ps to Services – Service Products				
Understanding and crafting Service Products - Branding Services: Service brand architecture, Branding service products and experience, Service tiering, and Brand equity - New Service Development: Design thinking and achieving success.					
Module:3	Applying 4Ps to Services - Pricing and Revenue Management				
Effective pricing – Pricing strategies: Cost-Based pricing; Value-based pricing; Competition-based pricing – Revenue Management – Fairness and Ethical concerns – Service pricing in practice.					
Module:4	Applying 4Ps to Services – Place and Promotion				
Distribution of service products – Role of Intermediaries – International distribution – Challenges of distribution - Integrated Service Marketing Communications - Service Communication Objectives: Strategic; Tactical; Promoting tangible cues to communicate quality – Service marketing communication mix.					
Module:5	Managing Customer Interface				
Designing and documenting service processes – Service robots in the frontline – Balancing demand and capacity – Service environments - Dimensions of service environment – Managing people for service advantage.					
Module:6	Developing Customer Relationships				
Managing Relationships and Building Loyalty: Building loyalty foundation; Strategies to reduce customer switching; CRM - Complaint Handling and Service Recovery: Customer complaining behavior; Service recovery responses; Dysfunctional customer behavior.					

Module:7	Striving For Service Excellence			
Service Quality – Defining and measuring productivity – Service productivity – Customer satisfaction – Service excellence.				
Total Hours of Study				120 Hrs.
Text Book(s)				
1.	Chrisopher lovelock and JochenWirtz, (2022), Services Marketing; People, Technology Strategy, 9th Edition, Pearson Education			
Reference Books				
1.	Edwin N. Torres, Tingting Zhang (2022), Customer Service Marketing Managing the Customer Experience, Routledge Taylor & Francis group			
2.	Vinnie Jauhari and Kirti Dutta (2017), Services Marketing Text and Cases, 2 nd Edition, OUP			
3.	Dwayne D. Gremler, Valarie A Zeithaml, Ajay Pandit, Mary Jo Bitner (2018), Services Marketing, McGraw Hill India			
Mode of Evaluation: Quiz/ Assignment/CAT/FAT				
Recommended by Board of Studies			04-11-2024	
Approved by Academic Council		No.76	Date	28-11-2024