



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester
Functional Area Specialization: Marketing Management
Subject Name: Services Marketing (SM)
Subject Code: 4549212

With effective
 from academic
 year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Develop</i> and <i>justify</i> marketing planning and control systems appropriate to service-based activities. • <i>Demonstrate</i> integrative knowledge of marketing issues associated with service productivity, perceived quality, and customer satisfaction and loyalty.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Conduct</i> an investigation of service delivery systems, collecting, analysing data, and synthesising information to provide valid conclusions.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Discuss</i> the influences of the multicultural marketplace and global trends in services on services marketing.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Discuss</i> the influences of business ethics and socially responsible marketing on services marketing.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Prepare</i>, communicate and <i>justify</i> marketing mixes and information systems for service-based organisations.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Exhibit</i> the capability to work effectively within a service team environment.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Basics of Services Marketing: <ul style="list-style-type: none"> • Basic concept of services • Broad categories of services • Distinctions between services and goods; Services Marketing Mix – 7 Ps Customer Behaviour in Service Encounter: <ul style="list-style-type: none"> • Pre-purchase Stage • Service-Encounter Stage • Post-Encounter Stage • Customer Expectations and Perceptions of Services – Zone of Tolerance • Customer driven services marketing • Segmenting Service markets • Principles of positioning services 	10	18
II	Services Marketing Mix: <ul style="list-style-type: none"> • Service as a Product <ul style="list-style-type: none"> ○ Core and Supplementary Elements ○ Branding Service Firms ○ Products and Experiences ○ New Service Development 	10	17



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	<ul style="list-style-type: none"> • Pricing Services <ul style="list-style-type: none"> ○ Pricing Strategies ○ Role of Non-Monetary Costs ○ Revenue Management, Yield Management • Delivering the Services <ul style="list-style-type: none"> ○ Service Distribution, Role of Customers in Service Delivery ○ Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies 		
III	<p>Services Marketing Mix:</p> <ul style="list-style-type: none"> • Promoting Services <ul style="list-style-type: none"> ○ Strategic Service Communication ○ Promoting Tangibles and overcoming problems of intangibility ○ Crafting Effective Messages, Services Marketing Communication Mix <p>Services Marketing Mix - Expanded:</p> <ul style="list-style-type: none"> • People in Services <ul style="list-style-type: none"> ○ Role and importance of human resource in service delivery ○ Effective HRM Practices ○ Service Culture and Leadership • Service Process <ul style="list-style-type: none"> ○ Designing & documenting service processes ○ Service blueprinting ○ Service Process Redesign 	10	18
IV	<p>Services Marketing Mix - Expanded:</p> <ul style="list-style-type: none"> • Physical Evidence of Services- Purpose Service Environment, Dimensions and Consumer Response Theory. <p>Managing Capacity and Demand:</p> <ul style="list-style-type: none"> • Understanding Capacity • Demand Patterns • Strategies for Matching Capacity and Demands <p>Service Quality:</p> <ul style="list-style-type: none"> • Services Quality <ul style="list-style-type: none"> ○ Gaps Model; Measuring and Improving Service Quality. ○ Soft and hard measures of service quality <p>Complaint handling and Service Recovery:</p> <ul style="list-style-type: none"> • Customer complaining behaviour • Customer responses to effective service recovery • Principles of effective service recovery 	10	17



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V	<p>Practical: The students are required to undertake the practical work related to services and relationship marketing from any of the below mentioned areas:</p> <ul style="list-style-type: none"> • Understand the current extended marketing mix of any service organization, identify the gaps in services and develop a new framework/plan/strategy of extended marketing mix for them. • A detailed study of any of the extended marketing mix element: viz: understanding the current strategy, identifying the gap and framing a new strategy for better outcome. • Study of the current blueprint of the service organization, identifying the gaps and developing a new service blueprint (This can be undertaken for those service organization that are in requirement of changing the blueprint). • Understanding the productivity trade-off of a service organization and developing new strategies to increase the productivity. • Conducting a small-scale research on finding the gaps in the service quality of the organization, analyze the data and suggest and find the managerial implications of the results. • Study the CRM of a large service organization. • Comparison of the loyalty programs of competing service organizations. • Students can use TOPSIS. • Any other area of interest of the student/s. 	---	(30 marks CEC)
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4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)



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6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee	Services Marketing: People, Technology, Strategy	Pearson	2017 / 8 th
2	Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit	Services Marketing: Integrating Customer Focus Across the Firm	McGraw Hill	2017 / 6 th
3	Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit	Services Marketing: Integrating Customer Focus Across the Firm	McGraw Hill	2018 / 7 th
4	K. Rama Mohan Rao	Services Marketing	Pearson	2011 / 2 nd
5	Rajendra Nargundkar	Services Marketing	McGraw Hill	2010 / 3 rd
6	Priyanka B. Joshi	Services Marketing	Everest	2015 / 1 st
7	R. Srinivasan	Services Marketing: The Indian Context	PHI	2014 / 4 th
8	Vasanti Venugopal, Raghu V. N.	Services Marketing	Himalaya	2015 / 1 st
9	K. Douglas Hoffman, John E. G. Bateson	Services Marketing: Concepts, Strategies and Cases	Cengage	2017 / 5 th

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. Journal of Services Marketing
2. Services Marketing Quarterly
3. Services Marketing Journal (IUP)
4. Journal of Financial Services Marketing
5. Indian Journal of Marketing
6. <https://nptel.ac.in/courses/110105038/15>