

## **Masters of Business Administration (MBA) – Semester - 4**

### **Course Teaching Plan**

**Course Title:** Service and Relationship Marketing

**Course Code:** 340031402

**Course Credit:** 4 credits

#### **1. Course Introduction:**

Service Marketing is the promotion of economic activities by a company to individuals and business customers. The spectrum of services is remarkably diverse. Service organizations require a different approach from that of goods and high-tech businesses. Many goods and high-tech businesses also use a strong service component as a source of competitive advantage. In today's economy, services comprise a substantial portion of the consumer marketplace. While the importance of services is ever growing, the challenges faced by the managers are unique and severe, the services sector being so diverse in nature. From giant international airlines, banks, hotel chains, insurance, telecommunications, and government to locally owned or operated small businesses like laundry, beauty salons, cyber-cafes, and many business-to-business services, the marketing-relevant issues can be as wide as one can imagine. This course is designed to prepare students who are pursuing marketing careers in the services or goods industries understand the key concepts of services marketing and how they can be used to create competitive advantage for businesses. This course aims to equip learners to understand the opportunities and challenges in marketing and managing services by way of a strategic and multi-disciplinary approach to the management of service businesses.

#### **2. Course Objective:**

- To build an understanding of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses.
- To develop essential knowledge on the components of the “services marketing mix” (four P’s and three additional P’s) and relate them to managing service quality.
- To understand the “Gaps Model of Service Quality” and its application in context of companies dealing in various service sectors.
- To understand the process and develop skills to evaluate the customer experience and service quality of an organization and develop solutions designed to build competitive advantage.
- To understand the role of technology in marketing of services.
- To develop critical thinking, analysis and communication skills from the management point of view through case studies, discussions, written assignments and working with local businesses.

#### **3. Course Learning Outcome:**

- CLO1: Understand the customer decision making process and various categories of

services

- CLO2: Plan and build various services in context of the core and facilitating services
- CLO3: Plan and develop pricing strategies for services.
- CLO4: Designing channel strategies and related decision making.
- CLO4: Devising and implementing relationship marketing framework for all stakeholders.
- CLO5: Executing service recovery and complaint handling effective.

#### 4. Course Contents and Session Plan: (40 hours)

Session No	Syllabus Content
<b>UNIT -1 (Weight – 25%)</b>	
<b>Introduction to Services Marketing and Consumer Behaviour in Services</b>	
<b>Session 1-3</b>	<b>Introduction to Services Marketing:</b> Services and their role in the <b>economy</b> ; Distinctions between Services and Goods; - <b>Services and Technology</b> - technology in service encounter, -emergence of self service, automation in services, Internet services; - <b>Four Categories of Services</b> -People-Processing, Mental Stimulus Processing, Possession-Processing, and Information-Processing;
<b>Session 4-5</b>	<b>Customer Decision Making</b> – Pre-purchase Stage, Service- Encounter Stage and Post- Encounter Stage; <b>Customer Expectations and Perceptions of Services</b> – Zone of Tolerance
<b>Session 6-7</b>	<b>Services Marketing Mix:</b> -Product – Core and Supplementary Elements, -Branding Service Products; -Expansion of marketing mix – services marketing triangle.M
<b>Sessions 8 – 10</b>	Learning-by-doing (Practical Application): Students will be sent to various service providers (banks, hotels, salons, tourist places, etc. in a group of 4-5) and will be asked to submit the first report about the overall functioning of these service providers by including the concepts taught in Module 1. *Details shall be provided in the comprehensive service marketing project
<b>UNIT-2 (Weight – 25%)</b>	
<b>Delivering Quality Services, Service Innovation &amp; Design and Physical Evidence in Servicescape</b>	
<b>Session 11-12</b>	<b>Creating, delivering and performing service</b> Designing and managing the service process – Basic, Articulated and Exciting Attributes – services blue prints -Service Process Redesign -Customer as a co-producer
<b>Session 13-14</b>	<b>Delivering Quality Service</b> Services Quality: Gaps Model; -Measuring and Improving Service Quality; -Challenges of Measuring Service Quality

	-Dimensions of Service Quality SERVQUAL
<b>Session15-16</b>	<b>Service Innovation and Design</b> -Challenges and Important considerations for service innovations -Types of service Innovations -Stages in service innovation and development -Service Blueprinting
<b>Session17-18</b>	<b>Physical Evidence and the Servicescape</b> -Physical Evidence -Types of Servicescapes -Strategic roles of the servicescapes -Physical evidence in servicescapes
<b>Sessions19 – 21</b>	Learning-by-doing (Practical Application): Students will be sent to various service providers (banks, hotels, salons, tourist places, etc.) in a group of 4-5 and will be asked to submit the second report about the service quality dimensions, services gaps, service innovations and service blueprints of the service providers by including the concepts taught in Module 2. *Details shall be provided in the comprehensive service marketing project
<b>(22) Exam:</b> Students will be required to give an application based examination based upon the work done by them in field immersion.	
<b>UNIT -3 (Weight – 25%)</b>	
<b>Service Promotion, Pricing, distribution and Relationship Marketing</b>	
<b>Session23-24</b>	<b>Promotion – Role of Marketing Communication, Marketing Communication Mix,</b> -Integrated Services Marketing Communication -Challenge of Service communication. • -Service Advertising Strategies—Transformational Advertising
<b>Session25-26</b>	<b>Service Pricing</b> -Role of non monetary cost in services -Approaches to Pricing Services -Pricing strategies based upon the value definitions -Pricing for Industries having high fixed costs compared to variable costs. -Price Discrimination and Segmented Pricing.
<b>Session27-28</b>	<b>Distribution of Services:</b> -Challenge of Service Distribution -Role of Customers in Service Delivery: Determining the type of contact, -Delivery through Intermediaries, -Physical channels-Franchising, -Electronic Channels, -Delivering Services in Cyberspace -Self-Service Technologies -Distributing Services Internationally;
<b>Session29-31</b>	<b>Relationship Marketing</b> Defining Customer Relationships- -External Relationships; -Supplier Relations; -Internal Relationships and Electronic Relationships -Customer Retention; -Customer Loyalty; -Strategies for reducing Customer Defections;

	<b>-Customer Relationship Management (CRM)</b> <b>-CRM issues in services</b>
<b>Sessions32-34</b>	Learning-by-doing (Practical Application): Students will be sent to various service providers (banks, hotels, salons, tourist places, etc.) in a group of 4-5 and will be asked to submit the third report on the relationship marketing as well as use of technology by various service providers at different levels and its influence on customer satisfaction by including the concepts taught in Module 3. *Details shall be provided in the comprehensive service marketing project
<b>UNIT - 4 (Weight – 25%)</b>	
<b>Service Recovery and Emerging Service Sectors in India</b>	
<b>Session35-36</b>	<b>Complaint Handling andService Recovery</b> <b>-Customer ComplainingBehaviour</b> <b>-Service Recovery Process</b> <b>-Principles of effective servicerecovery systems</b> <b>-Service Guarantees</b>
<b>Session37-38</b>	<b>Emerging Service Sectors in India – Healthcare, Tourism and Hospitality, Retailing and Banking Sector</b>
<b>Sessions39-40</b>	Learning-by-doing (Practical Application) Students will be sent to have a hands-on experience incustomer service departments to learn complaint handling and service recovery process.
<b>Exam:</b> Students will be required to give an application based examination based upon the work done by them infield immersion.	

### 5. Assessment Scheme:

Specific assessment method	% Weightage	Theory	Practical
Module wise Exam	20%	√	
Attendance	10%	√	√
Live Case Analysis	30%	√	√
Live Projects	30%	√	√
Class Participatio	10%	√	√

## 6. Educational Resources

Educational Resources	Description
Text Book	Services Marketing by Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee; 7 <sup>th</sup> Edition, Pearson Publication
Reference Books	Services Marketing by Valarie Zeithmal, Mary Bitner and Dwayne Gremler; 7 <sup>th</sup> Edition, Mc Graw Hill Publication
Journals/ Magazine/periodicals  (Details of specific paper mentioned in the pedagogy with respective topics)	Management Science Journal of International Technology and Information Managing Service Quality Marketing Intelligence & Planning Principles of Marketing: An Asian Case Book Journal of Service Research Harvard Business Review Sloan Management Review
Video lecture (NPTEL, MOOC,you tube lecture)	MOOC courses - coursera (International Hospitality & Healthcare Services Marketing, Create a services customer satisfaction process), Udemy.com (Services Marketing in Totality; Maeketing for consultancy services, Digitak marketing Agency; Essentials of Marketing Services) Google courses (free) on services marketing NPTEL courses
Course related important Web links	1) <a href="http://www.hbr.org">www.hbr.org</a> 3) <a href="http://www.afags.com">www.afags.com</a>

## 7. CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	2	2	3	2
CLO2	3	3	3	3	3
CLO3	3	2	3	3	3
CLO4	2	2	3	3	3
CLO5	2	1	3	3	3

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation