



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 8<sup>th</sup> Semester

Functional Area Specialization: Marketing Management

Subject Name: Services Marketing

Subject Code: 2587112

With effective  
from academic  
year 2017-18

## 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"> <li>• <i>Integrate</i> the 7 P's of the services marketing mix to develop a positioning strategy for any service organization.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Critically</i> discuss the unique nature and characteristics of services and the active role of the customer within the service system.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Discuss</i> the influences of the multicultural marketplace and global trends in services on services marketing.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Formulate</i> ethical and socially responsible service recovery mechanisms for a given service organization.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Prepare, communicate</i> and <i>justify</i> marketing mixes and information systems for service-based organizations.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Conduct</i> an investigation of the service marketing function of a service organization and recommend a viable strategic solution.</li> </ul>

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	<p><b>Basics of Services Marketing:</b></p> <ul style="list-style-type: none"> <li>• Basic concept of services</li> <li>• Broad categories of services</li> <li>• Distinctions between services and goods; Services Marketing Mix – 7 Ps</li> </ul> <p><b>Customer Behaviour in Service Encounter:</b></p> <ul style="list-style-type: none"> <li>• Pre-purchase Stage</li> <li>• Service-Encounter Stage</li> <li>• Post-Encounter Stage</li> <li>• Customer Expectations and Perceptions of Services – Zone of Tolerance</li> <li>• Customer driven services marketing</li> <li>• Segmenting Service markets</li> <li>• Principles of positioning services</li> </ul>	10	18
II	<p><b>Services Marketing Mix:</b></p> <ul style="list-style-type: none"> <li>• Service as a Product <ul style="list-style-type: none"> <li>○ Core and Supplementary Elements</li> <li>○ Branding Service Firms</li> <li>○ Products and Experiences</li> <li>○ New Service Development</li> </ul> </li> <li>• Pricing Services <ul style="list-style-type: none"> <li>○ Pricing Strategies</li> <li>○ Role of Non-Monetary Costs</li> <li>○ Revenue Management, Yield Management</li> </ul> </li> </ul>	10	17



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	<ul style="list-style-type: none"> <li>• Delivering the Services               <ul style="list-style-type: none"> <li>○ Service Distribution, Role of Customers in Service Delivery</li> <li>○ Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies</li> </ul> </li> </ul>		
<b>III</b>	<p><b>Services Marketing Mix:</b></p> <ul style="list-style-type: none"> <li>• Promoting Services               <ul style="list-style-type: none"> <li>○ Strategic Service Communication</li> <li>○ Promoting Tangibles and overcoming problems of intangibility</li> <li>○ Crafting Effective Messages, Services Marketing Communication Mix</li> </ul> </li> </ul> <p><b>Services Marketing Mix - Expanded:</b></p> <ul style="list-style-type: none"> <li>• People in Services               <ul style="list-style-type: none"> <li>○ Role and importance of human resource in service delivery</li> <li>○ Effective HRM Practices</li> <li>○ Service Culture and Leadership</li> </ul> </li> <li>• Service Process               <ul style="list-style-type: none"> <li>○ Designing &amp; documenting service processes</li> <li>○ Service blueprinting</li> <li>○ Service Process Redesign</li> </ul> </li> </ul>	10	18
<b>IV</b>	<p><b>Services Marketing Mix - Expanded:</b></p> <ul style="list-style-type: none"> <li>• Physical Evidence of Services- Purpose Service Environment, Dimensions and Consumer Response Theory.</li> </ul> <p><b>Managing Capacity and Demand:</b></p> <ul style="list-style-type: none"> <li>• Understanding Capacity</li> <li>• Demand Patterns</li> <li>• Strategies for Matching Capacity and Demands</li> </ul> <p><b>Service Quality:</b></p> <ul style="list-style-type: none"> <li>• Services Quality               <ul style="list-style-type: none"> <li>○ Gaps Model; Measuring and Improving Service Quality.</li> <li>○ Soft and hard measures of service quality</li> </ul> </li> </ul> <p><b>Complaint handling and Service Recovery:</b></p> <ul style="list-style-type: none"> <li>• Customer complaining behaviour</li> <li>• Customer responses to effective service recovery</li> <li>• Principles of effective service recovery</li> </ul>	10	17
<b>V</b>	<p><b>Practical:</b></p> <p>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"> <li>• Understand the current extended marketing mix of any</li> </ul>	---	(30 marks CEC)



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	<p>service organization, identify the gaps in services and develop a new framework/plan/strategy of extended marketing mix for them.</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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).</li> <li>• Understanding the productivity trade-off of a service organization and developing new strategies to increase the productivity.</li> <li>• 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.</li> <li>• Study the CRM of a large service organization.</li> <li>• Comparison of the loyalty programs of competing service organizations.</li> <li>• Students can use TOPSIS.</li> <li>• Any other area of interest of the student/s.</li> </ul>		
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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:

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

#### 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 <sup>th</sup>



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2	Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremier, Ajay Pandit	Services Marketing: Integrating Customer Focus Across the Firm	McGraw Hill	2017 / 6 <sup>th</sup>
3	Valeire Zeithnal, Mary Jo Bitner, Dwayne D. Gremler, Ajay Pandit	Services Marketing: Integrating Customer Focus Across the Firm	McGraw Hill	2018 / 7 <sup>th</sup>
4	K. Rama Mohan Rao	Services Marketing	Pearson	2011 / 2 <sup>nd</sup>
5	Rajendra Nargundkar	Services Marketing	McGraw Hill	2010 / 3 <sup>rd</sup>
6	Priyanka B. Joshi	Services Marketing	Everest	2015 / 1 <sup>st</sup>
7	R. Srinivasan	Services Marketing: The Indian Context	PHI	2014 / 4 <sup>th</sup>
8	Vasanti Venugopal, Raghu V. N.	Services Marketing	Himalaya	2015 / 1 <sup>st</sup>
9	K. Douglas Hoffman, John E. G. Bateson	Services Marketing: Concepts, Strategies and Cases	Cengage	2017 / 5 <sup>th</sup>

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>