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B.COM
SEMESTER II
Services Marketing – I (GE 2) ✓
(100 MARKS - 60 LECTURES)

Objective: To familiarize the students with the concepts and processes in Services Marketing.

Unit I Introduction to Services

(25 marks 15 Lectures)

Services- meaning and definition, Role of service sector in an economy, Service sector in India- an overview, importance of service sector in India
Service components- physical product, service product, service environment and service delivery,
Difference between goods and services, Classification/ types of services,
Factors responsible for growth of service sector,

Unit II Marketing Mix for Services

(25 marks 15 Lectures)

Product Mix- service product- meaning, levels of service product (core level, expected level, augmented level and potential level)
Price Mix- meaning, special issues of pricing in a service sector
Place Mix- meaning, major issues-
Choice of location – meaning and factors.
Choice of channels- Direct channels, Indirect channels- role of service intermediaries -agents and brokers, franchising, Electronic channels.
Promotion Mix- meaning, guidelines for managing service promotion.
People Mix- meaning, types of service personnel.
Process Mix- meaning, types of service processes.
Physical Evidence- meaning, components.

Unit III Customer Satisfaction

(25 marks 15 Lectures)

Customer Expectations- meaning, types.
The Zone of Tolerance – meaning, variability.
Customer Satisfaction- meaning, States of satisfaction, Factors affecting customer satisfaction.

Unit IV Service Delivery and Customer Retention

(25 marks 15 Lectures)

Service Delivery- i) Service culture- meaning, ii) Critical importance of service employees in service delivery- Services Triangle- meaning and concept; employee satisfaction.
iii) Major roles played by customers in service delivery.
Service Quality-meaning, components of service quality, service quality dimensions
Gap model of service quality- 5 gaps and strategies for each gap.
Service Encounters- meaning, importance, types of encounters.
Customer retention- meaning
Service Failure and recovery – meaning, service recovery strategies.
Service Guarantees – meaning and benefits.

References:

1. Zeithaml, Valarie & Bitner, Mary Jo. *Services Marketing*. Tata McGraw Hill.
2. Clow, Kenneth E. & Kurtz, David L. *Services Marketing- Operation, Management and Strategy*, (Second ed). Biztantra.
3. Woodruffe, Helen. *Services Marketing*. MacMillan.
4. Srinivasan, R. *Services Marketing – The Indian Context*. Prentice Hall.
5. Rust, Roland; Zahorik, Anthony & Keiningham, Timothy. *Services Marketing*. Eastern Press, Bangalore.
6. Shankar, Ravi. *Services Marketing – The Indian Perspective*. Excel Books.
7. Venugopal, Vasanti. *Services Marketing*. Himalaya Publications.