



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester
Functional Area Specialization: Marketing Management
Subject Name: Services Marketing (SM)
Subject Code: 4549221

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

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549212	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Integrate</i> the 7 P's of the services marketing mix to develop a positioning strategy for any service organization.	3	2	2	2	1	2	-	-	1
LO2: <i>Critically</i> discuss the unique nature and characteristics of services and the active role of the customer within the service system.	2	2	3	2	2	-	-	2	2
LO3: <i>Discuss</i> the influences of the multicultural marketplace and global trends in services on services marketing.	1	2	1	1	3	-	1	1	1
LO4: <i>Formulate</i> ethical and socially responsible service recovery mechanisms for a given service organization.	-	1	-	-	-	2	3	1	1
LO5: <i>Prepare, communicate</i> and <i>justify</i> marketing mixes and information systems for service-based organizations.	2	2	2	3	-	-	-	1	-
LO6: <i>Conduct</i> an investigation of the service marketing function of a service organization and recommend a viable strategic solution.	3	1	2	3	-	3	-	1	2



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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• 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	10	17
III	Services Marketing Mix: <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 Services Marketing Mix - Expanded: <ul style="list-style-type: none">• People in Services<ul style="list-style-type: none">○ Role and importance of human resource in service delivery	10	18



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	<ul style="list-style-type: none"> ○ Effective HRM Practices ○ Service Culture and Leadership ● Service Process <ul style="list-style-type: none"> ○ Designing & documenting service processes ○ Service blueprinting ○ Service Process Redesign 		
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
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 	---	(30 marks CEC)



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	<p>in the service quality of the organization, analyze the data and suggest and find the managerial implications of the results.</p> <ul style="list-style-type: none"> • 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. 		
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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)

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



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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>