

Marketing  
Sem III

Semester	III Core
Subject	Services Marketing
Course Code	MMSMC304
Credits	4
Duration	40

**Learning Objective:** 1. To familiarize students to basic concepts and decision-making processes involved in Services Management

2. To help students to understand application of these concepts to various industries in service sector

**Module**

Sr. No.	Content	Activity	Course Outcome
1.	Introduction – Difference between Products & services, Key characteristics of services	Lecture	MMSHC301.1
2.	Consumer Behaviour in Services	Lecture	MMSHC301.1
3.	Services Marketing Mix decisions 7Ps, SERVQUAL model	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.2
4.	Managing Demand, capacity & service assets	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.2
5.	Managing Customer Relationships CRM as a tool for customer satisfaction and retention, service blueprints – moments of truth, Leaking bucket theory	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.3
6.	Complaint handling , Service Failure & Service Recovery	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.3
7.	Improving Service Quality , Service Marketing triangle, Fishbone Diagram	Case Study/ Role-play/ Drama/ Group Discussion	MMSHC301.4
8.	New developments in service marketing –Peer to Peer sharing ( Airbnb , Uber , Ola )	Presentation from Students and evaluation on the basis of topic clarity	MMSHC301.3

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**Course Outcomes**

<b>Course Code</b>	<b>Course Outcomes</b>
<b>Students will be able</b>	
MMSMC304.1	CO1: to analyze the fundamentals of Service marketing
MMSMC304.2	CO2: to evaluate consumer behavior and gaps in service industry
MMSMC304.3	CO3: to analyze ways to forecast demand and use CRM for customer satisfaction
MMSMC304.4	CO4: to apply how service recovery and complaints enhance customer loyalty

**Recommended Books**

1.	Services Marketing International Edition –Zeithamal V., M. J. Bitner and D.Gremeler
2.	Services Marketing – Text and Cases – Rajendra Nargundkar, 2nd Edition by McGraw-Hill Companies
3.	Services Marketing by Lovelock, Wirtz & Chatterjee 7 edition
4.	Services Marketing, Indian Edition By Valarie A Zeithmal, Dwayne D Gremler, Mary Jo Bitner, Ajay Pandit