

MKT-323 Services Marketing

Cr Hrs: 3.0

Course Description

As you are done with the basic principles and the strategic focus of the subject, now is the time to introduce you to a more specialized domain of marketing: the services marketing. The term implies a tougher challenge than marketing physical products; requiring greater sensitivity to customer needs and values than is necessary to sell tangible products. Moreover, process and HR understanding is critical in service market and an intelligent; real time involvement of each process in delivering beyond expectations is a must for gaining brand loyalty. There is no second chance, no retake and thus no room for mistakes in service dealings and so emerges the challenge of doing it right every time, on time.

As the service sector represents a vital bloodstream to our economy, understanding these challenges is the need of time. In this course we will explore the dynamics of service industry and importance of intelligently branding service offerings in order to maximize brand equity and establish an echoing brand image.

The course is divided into four modules:

Module 1 – week 1 -3 understanding basic concept of services and service marketing

Module 2 – Week 4-8 planning and designing a service business process by process

Module 3 – week 10 -13 managing a service business

Module 4 – week 13-week 16 Application and reality check for service concepts.

Course Objectives

- Provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.
- Analyze different types of service offerings and learn how to best reach their respective customers in a competitive market.
- Understand different tools and strategies that address service marketing challenges.
- Develop an understanding of the 'state of the art' service management thinking.
- Promote a customer service-oriented mindset.

Learning Outcomes

By the end of this course, you should be able to:

1. Students will appreciate the difference between products and services
2. Students will be made aware of special challenges of service sector

3. Course participants will know how to design service processes
4. Course will also help students learn the art of service renovation
5. Work individually and as an effective member of a team

Required Course Material

You must pay our library at least 2-3 visits and 'sniff/surf' the marketing books' collection to prepare your discussion for the class. This will help you excel by outshining the other participants.

The course will be designed using the concepts from:

- "Services Marketing- A south Asian perspective" by Lovelock. Latest edition

Course Content (Weekly)

The course presents various theoretical frameworks and concepts together with opportunities to apply this knowledge in practice through workshops, and in the services marketing assignments that are based on actual firms. Participants in the course have several choices in terms of assignments so that they can tailor their learning to their own needs and interests. Weekly breakdown is given below

Week 1	<ul style="list-style-type: none"> - Introduction and overview. - Service in our economy - Additional P's to marketing: people, process, procedures - Fundamental issues in service marketing. 	Read: Chap 1
Week 2	<ul style="list-style-type: none"> - Four essential differences between service and goods marketing - Categorization of services - Classification of services - Theatre metaphor for service 	Read: Ch 2
Week 3	<ul style="list-style-type: none"> - Consumer behavior and expectations. - The purchase process for services - Positioning and brand building. - Components of customer expectations - Customer as co-producer - The problem of customer misbehavior 	Read : Ch 3

Week 4,5	<ul style="list-style-type: none"> - Planning and creating services - New service development and design- pre req - Flowcharts and blueprinting - Operations design for services - Poka yoke and service sector 	Ch: 4 and 5
Week 6	<ul style="list-style-type: none"> - Planning the service environment - Dimensions of service environment - Choice of location and servicescape - Customer response to service environment 	Ch: 6 and 7
Week 7	<ul style="list-style-type: none"> - For Profit and nonprofit service marketing, - Idea marketing - Pricing your intangibles - Revenues from service- critical issues 	Readings will be provided
Week 8	<ul style="list-style-type: none"> - Creating the whole experience – physical elements, esthetics and design recap. - Process redesign and improvements 	<p>Activity: a group brainstorming session in the class about the concepts. You will find a prior reading of literature very helpful here.</p> <p>No take home task again.</p> <p>Best of luck for exams !!!</p>
Week 9	- MID TERM EXAM	
Week 10	Personnel and services marketing	Discussion of exam paper in the class
Week 11,12	<ul style="list-style-type: none"> - Quality management for service sector - The service GAP model - Servqual model for service quality - Service productivity 	

Week 13	<ul style="list-style-type: none"> - Recovery and feedback mechanisms - how to deal with service failure - Guarantees, recovery, re-vamp the service brand 	Chapter 9
Week 14	<ul style="list-style-type: none"> - Demand and capacity management - Waiting lines - Reservation systems - Technology and SSI 	Read: chapter 10
Week 15	<ul style="list-style-type: none"> - Local services market and means for service promotion. - Special topics in services marketing - Ethics and services - A short case run - Recap 	Case study
Week 16,17	<ul style="list-style-type: none"> - Presentations and projects 	
Week 18	<ul style="list-style-type: none"> - FINAL EXAM 	Best of luck