

MKT 534: Services Marketing

The objective of this course is to introduce students to the concepts and techniques of service marketing. The course is designed to cover all-important aspects of marketing of services, increase students understanding of marketing practices and strategies as applied in the service sector. It would give an insight to provide in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Course will help in introducing and working with tools and strategies that address these challenges. It would enable students to develop an understanding of the 'state of the art' of service management thinking.

Course Contents:

- Introduction to Services Marketing and Frameworks for Understanding Services
- Consumer Behaviour Related to Services
- Marketing Mix I: Pricing of Services
- Marketing Mix II: Communications.
- Marketing Mix III: Distribution
- Marketing Mix IV: Designing Customer Service Processes
- Marketing Mix V: Designing the Service Environment
- Marketing Mix VI: The Service Product
- Marketing Mix VII: Managing Service Personnel
- Marketing Implementation I: Understanding Service Quality
- Marketing Implementation II: Managing Service Quality
- Marketing Implementation III: Growth Strategies for Service Organizations

Text Book:

John E.G. Bateson and K. Douglas Hoffman (1999), Managing Services Marketing, 4th Edition, London: Dryden Press