

MBA 317: SERVICE MANAGEMENT

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives: Upon completion of this subject, participants should have an ability to:

- Assess market opportunities in service organizations by analyzing their customers, competitors, collaborators, context, and strengths and weaknesses.
- Develop effective marketing strategies and skills to achieve organizational objectives in service marketing setup.
- To apply key service marketing terms and concepts in apply them in complex business situations.
- To utilize a framework for understanding the marketing challenges faced by service organizations doing business around the world.


UNIT I (10 Hrs): Understanding Service markets, products and customers; Augmented service marketing mix; New perspectives on marketing in service economy; Customer Behaviour in Service encounters, Understanding customer expectations and perceptions of Services; Customer Satisfaction & Service Quality, Service Quality Models.

UNIT II (10 Hrs): Segmenting, Targeting and Positioning Services in competitive market; Developing service concepts: core & supplementary elements; Service accessibility through physical and electronic channels; Service pricing and revenue management; Educating and engaging customers and promoting the value proposition.

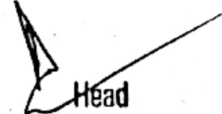
UNIT III (10 Hrs): Designing and managing the customer interface: Service process, Service Encounter and Service Blue Print; Balancing Demand and capacity; Service Recovery and customer feedback; Crafting the service environment; Managing People for Service Advantage.

UNIT IV (10 Hrs): Managing Relationships and building Loyalty; Customer Profitability and Lifetime value; Service Leadership; Services in Global Perspective, Principal Driving Force in Global Marketing of Services, Key Decisions in Global Marketing.

Suggested Readings:


Dean Academics
Faculty of Management
Invertis University, Bareilly (UP)


Registrar
Invertis University
Bareilly



Head
Department of Management (MBA)
Faculty of Management
Invertis University, Bareilly (UP)


1. Services Marketing-Integrated Customer focus across the firm Zeithaml - (Tata Mc Graw Hill) 2004, 3e
2. Services Marketing: People, Technology and Strategy Love lock Christopher - (Pearson Education) 2009, 5e
3. Services Marketing, Rama Mohana Rao - (Person Education) 2009, 1e
4. Services Marketing, Govind Apte - (Oxford University Press) 2010, 1e (13th Impression)
5. Services Marketing, Rajendra Nargundkar - (TMH) 2004, 2e
6. Services: Marketing, Operations & Management, Jauhari & Dutta- (Oxford University Press) 2009, 1e

COURSE OUTCOMES : After completion of this course, the student will be able to

COURSE OUTCOMES DESCRIPTION	
CO1	<i>Ability to explain and discuss the general concepts of marketing in service marketing setups.</i>
CO2	<i>Able to Understand the typical challenges faced in marketing of services and their resulting implications.</i>
CO3	<i>Able to understand the nuances of buying behaviour in service marketing setup.</i>
CO4	<i>Able to explain the concepts of segmentation, targeting and positioning in framing cutting edge marketing strategies in service marketing setup.</i>
CO5	<i>Able to understand service marketing concepts and challenges in global setup</i>
CO6	<i>Ability to identify and apply the knowledge of subject practically in real life situations</i>

Employable Skills	Measuring Tools
Ability to identify and apply the knowledge of subject practically in real life situations	Exercise Workshop Quiz Classroom Discussions


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