

Service Marketing

Course Contents

1. Introduction to Services Marketing

- Product to Services—The Challenges
- The Gaps Model
- The Services Marketing Mix

2. Consumer Behaviour In Services

Managing Customer Behaviour—Accommodation versus Reduction

- Customer Expectation Management
- Customer Experience Management

3. Delivering Quality Service

- Challenges of Measuring Service Quality
- Measures of Service Quality
- Dimensions of Service Quality

4. Customer Satisfaction Measures

- Issues with customer Satisfaction
- Breakdown of Satisfaction

5. Developing Sustainable Service Models

- The problem Services Design
- New Product Development in Services

6. Developing Sustainable Service Models

- Managing Customer Research in Services
- Planning and implementation of new service models

7. Demand Management in Services

- Supply and Demand considerations in Services
- Concept of Duration Management and Rate Fences
- Service mapping—Divergence versus Complexity
- Role of Servicescape and customers in Demand Management

8. Service Recovery

- Impact of service failures versus product failures.
- Nature of complaining behavior—Complaint Resolution Index
- Service Recovery Process
- The challenge of Service Guarantee

9. Service Promotion

- Challenge of Service communication.
- Service Advertising Strategies—Transformational Advertising

10. Service Pricing

- Costs of service delivery
- Customer Profitability Measurement
- Revenue management Techniques
- Pricing for Industries having high fixed costs compared to variable costs.
- Price Discrimination and Segmented Pricing.

11. Relationship Marketing and Loyalty Programmes

- CRM issues in services
- Concept of loyalty
- Creation of a loyalty programme

12. Relationship Marketing—Data Analysis

- Calculation of Acquisition Costs, retention costs and rates.

- Valuation of a retained customer

13. Strategizing on HRM

- Employee Role in Service Delivery
- Service delivery and Organization Culture and Climate
- Managing “knowledge” Workers
- Service Profit Chain Analysis

14. Distribution of Services:

- Challenge of Service Distribution
- Physical Channels – Franchisee

15. Services Strategy and Performance Measurement and wrap up.

- Look at the complete picture of a services strategy
- Full Value Potential Analysis

Resources:		
1	Text Books	Services Marketing by Rama Mohan Rao, Pearson
		Services Marketing by Rampal and Gupta
		Services Marketing by Christopher Lovelock
		Services Marketing by Helen Wo0druff
2	Reference Books	Services Mmarketing: Concepts and Practices by Ramnik Kapoor, Biplab Halder, Justin Paul, McGraw Hill
		Services Marketing by Rajendra Nargundkar, McGraw Hill
3	Supplementary Material	Zeithaml, V, M.J. Bitner, and D. Gremler (2006), Services Marketing , 4th Ed. McGraw Hill
		Lovelock, C., P. Patterson, and R. Walker (2004), Services Marketing: An Asia-Pacific and Australian Perspective, 3rd Ed. Pearson Education Australia
4	Web Sites	http://www.itsma.com
5	Journals	C H Lovelock, Journal of Marketing, Summer 1983, Vol4

	Putting Service Profit Chain to work, by James L Heskett, Loveman, Sasser, Earl, Harvard Business Review, Mar- Apr1994
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