



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2018-2019)

Programme Name: MMS

Semester: III

Name of the subject: Services Marketing

Maximum marks: 100

No. of Sessions: 14

Name of the Faculty: Kala Mahadevan

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Email: kalamahadevan@hotmail.com

Weblink:

Learning Objectives:

- **To understand the characteristics of services and the marketing mix for services**
 - **To develop an understanding of the consumer behaviour process for services**
 - **To understand how Quality service can be delivered and the challenges in delivering services**
 - **To understand service design and service blueprinting**
 - **To learn the importance of managing demand and supply of services**
 - **To understand service encounters and service recovery**
 - **To learn about the pricing of services**
 - **CRM issues in services**
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Reference Books:

1. Services Marketing – Valerie Zeithaml



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Plan:

| Session No | Topics to be covered | Books referred/ Recommended/ References-Print/Articles/ News/Research papers/ Online database/ Software /Simulations used | Learning outcomes | Evaluation of Students understanding by MCQs, Quiz, Short Test |
|-------------------|------------------------------------|---|--|--|
| 1 & 2 | Introduction to Services Marketing | <ul style="list-style-type: none">• Services Marketing – Valerie Zeithaml• Services Marketing – Ram Mohan Rao, Pearson | <ul style="list-style-type: none">• What is Services Marketing• Why Services Marketing• Services v/s Goods• Challenges for Service Marketers• Services Marketing Mix• GAPS model of Service Quality | <ul style="list-style-type: none">• Class Discussion• Internal Test |
| 3 & 4 | Consumer Behaviour in Services | <ul style="list-style-type: none">• Services Marketing – Valerie Zeithaml• Services Marketing – Ram Mohan Rao, Pearson | <ul style="list-style-type: none">• Search, Credence and Experience properties• Stages in Consumer Decision Making• Consumer expectations of service• | <ul style="list-style-type: none">• Class Discussion• Internal Test |



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|--------|---|--|--|---|
| 5 & 6 | Desired Service, Adequate Service and Zone of Tolerance | <ul style="list-style-type: none"> Services Marketing – Valerie Zeithaml Services Marketing – Ram Mohan Rao, Pearson | <ul style="list-style-type: none"> Desired Service Adequate Service Zone of tolerance Factors affecting Desired and Adequate Service Customer perceptions of quality and customer satisfaction Dimensions of Service Quality Service encounters | <ul style="list-style-type: none"> Class Discussion Internal Test |
| 7 | Internal Test 1 | | | |
| 8 | Managing Customer relationships Group Presentations | <ul style="list-style-type: none"> Services Marketing – Valerie Zeithaml Services Marketing – Ram Mohan Rao, Pearson | <ul style="list-style-type: none"> What is Relationship Marketing Evolution of Customer relationships Customer Profitability Segments Relationship development strategies | <ul style="list-style-type: none"> Class Discussion Internal test |
| 9 & 10 | Service Failure and Service Recovery Group Presentations | <ul style="list-style-type: none"> Services Marketing – Valerie Zeithaml Services Marketing – Ram Mohan Rao, Pearson | <ul style="list-style-type: none"> Impact of Service Failures How customers respond to service failures Customers recovery expectations Switching v/s Staying Service Recovery Strategies Service Guarantees | <ul style="list-style-type: none"> Internal Test Case Studies |



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| 11 & 12 | Service Innovation, Delivering and Performing Service, Managing Demand and Capacity in Services | <ul style="list-style-type: none"> Services Marketing – Valerie Zeithaml Services Marketing – Ram Mohan Rao, Pearson | <ul style="list-style-type: none"> Types of Service Innovations Stages in Service Innovation and Development Service Blueprinting Employees Role in Service Delivery Customers Role in Service Delivery Delivering Service through Intermediaries Managing Demand and Capacity in Services | <ul style="list-style-type: none"> Class Discussions Internal Test |
| 13 | Services – Pricing and Promotion Group Presentations | <ul style="list-style-type: none"> Services Marketing – Valerie Zeithaml Services Marketing – Ram Mohan Rao, Pearson | <ul style="list-style-type: none"> Costs of Service Delivery Customer Profitability Management Pricing strategies for services Service communication and advertising strategies | <ul style="list-style-type: none"> Class Discussion Internal Test |
| 14 | Internal test 2 + Group Presentations | | | |

2. Practical Approach :Other activities (Atleast 4 distinct activities)

| Sr. No. | Activity Name | Topic Coverd | Learning outcomes | Source |
|---------|---------------|--------------|-------------------|--------|
| 1 | Role Play | | | |



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| 2 | Industry Visit | | | |
| 3 | Academic Projects | Servqual and E-ServQual Models | | |
| 4 | Book Review | | | |
| 5 | Group Discussion/ Case Study/ Group Presentations | <p>Case Presentations and Analysis:</p> <ol style="list-style-type: none"> 1. Assessment of STP, SWOT, Competitor Analysis, Service Innovations and Overall Service Strategy for a few service organizations: <ul style="list-style-type: none"> • Café Coffee Day v/s Starbucks • Air Asia v/s Indigo 2. Dr. Becketts Case 3. Sullivan Auto World Case 4. Moti Restaurant Case | To understand how various service organizations carry out STP, conduct a SWOT analysis of the organization and understand the overall service strategy of the organization | |
| 6 | Business Quiz / Business News sharing | | | |
| 7 | Videos / Simulation | | | |
| 8 | Use of Softwares and Labs | | | |
| 9 | Any other activity | | | |



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Evaluation:

I) Internal:

| Component | Details | Marks |
|--------------------------|---|--------------|
| Class Test | 2 class tests held over the term. Either Average performance or best of tests given would be used to arrive at the final score | 20 |
| Presentation/ Case Study | Group Presentations and Assignments based on topics covered. Presentations could be based on Case Studies or Analysis of a certain topic. Students would be graded based on presentation content and creativity, presentation delivery, aids used and ability to answer questions effectively | 10 |
| Class Participation | Participation in class, general awareness, articulation of issues during class discussion and ability to think through and analyse issues whilst discussing questions posed in class. Attendance would also be factored in. | 5 |
| Student Conduct | Overall conduct, body language, leadership qualities | 5 |
| Class Test | 1 class test would be held once entire syllabus is covered | 20 |

Signature of Faculty

Signature of the Co-ordinator