



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

Programme Name:PGDM

Trimester: IV

Name of the subject:Services Marketing

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Kala Mahadevan

Mobile No: 9819820599

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	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
2& 3	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• Desired v/s Adequate Service• Zone of tolerance	<ul style="list-style-type: none">• Class Discussion• Internal Test



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			<ul style="list-style-type: none"> • Factors affecting Desired and Adequate Service • Customer perceptions of quality and customer satisfaction • Dimensions of Service Quality • Service encounters 	
4& 5	<p>Managing Customer relationships</p> <p>Service Failure and Service Recovery</p>	<ul style="list-style-type: none"> • Services Marketing – Valerie Zeithaml • Services Marketing – Ram Mohan Rao, Pearson 	<ul style="list-style-type: none"> • Relationship Marketing • CRM issues in services • Concept of Loyalty and creation of loyalty programmes • Relationship Marketing – Data Analysis • Impact of Service Failures • Nature of Complaining behavior • How customers respond to service failures • Customers recovery expectations • Switching v/s Staying • Service Recovery Strategies • Service Guarantees 	<ul style="list-style-type: none"> • Class Discussion • Internal Test
6	<p>Service Innovation and Design</p> <p>Delivering and Performing Services</p> <p>Managing Demand and Capacity in Services</p>	<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 	<ul style="list-style-type: none"> • Class Discussion • Internal Test



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			<ul style="list-style-type: none"> • Employees Role in Service Delivery • Service Profit Chain Analysis • Customers Role in Service Delivery • Managing Customer Research in Services • Delivering Service through Intermediaries • Managing Demand and Capacity in Services 	
7	Services – Pricing and Promotion	<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
8	Internal Test			
9	Group Presentations			
10	Group Presentations			

Practical Approach :Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Covered	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Servqual and E-ServQual		



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		Models		
4	Book Review			
5	Group Discussion/ Case Study/ Group Presentations	Case Presentations and Analysis: <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 Indigo2. Dr. Becketts Case3. Sullivan Auto World Case4. Moti Restaurant Case		
6	Business Quiz / Business News sharing			
7	Videos / Simulation			
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

Internal:

Component	Details	Marks
Class Test	1 class test would be held once entire syllabus is covered	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

Signature of Faculty

Signature of the Co-ordinator



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