



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: MMS

Name of the Course: Services Marketing

Maximum marks: 100

No. of Sessions: 13

Name of the Faculty: Kala Mahadevan

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Weblink:

Learning Objectives:

- **To understand the importance of marketing of 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	Services Marketing – Valerie Zeithaml	<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"> • Group Discussion • Internal Test
3& 4	Consumer Behavior in Services	Services Marketing – Valerie Zeithaml	<ul style="list-style-type: none"> • Stages in Consumer Decision Making • Search, Credence and Experience properties • Consumer expectations of service • Consumer Perception of Service • Service encounters • 	<ul style="list-style-type: none"> • Internal Test • Group Discussion •
5 & 6	Desired Service, Adequate Service and Zone of Tolerance	Services Marketing – Valerie Zeithaml Case Study Exercise: To conduct a Value	<ul style="list-style-type: none"> • Desired Service • Adequate Service • Zone of tolerance 	<ul style="list-style-type: none"> • Internal Test •



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		Chain Analysis for a company Video: Coke Value Chain Case Study: Netflix Case Study: Sustainability at IKEA Group	<ul style="list-style-type: none"> • Factors affecting Desired and Adequate Service 	
7 & 8	Managing Customer relationships	Services Marketing – Valerie Zeithaml	<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"> • Internal test • Case Studies
9& 10	Service Failure and Service Recovery	Services Marketing – Valerie Zeithaml	<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
11& 12	Service Innovation, Delivering and Performing Service, Managing Demand and	Services Marketing – Valerie Zeithaml	<ul style="list-style-type: none"> • Types of Service Innovations • Stages in Service Innovation and 	<ul style="list-style-type: none"> • Internal Test • Case Studies



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	Capacity in Services		Development <ul style="list-style-type: none"> • Service Blueprinting • Employees Role in Service Delivery • Customers Role in Service Delivery • Delivering Service through Intermediaries • Managing Demand and Capacity in Services 	
13	Internal Test and Presentations			

2. 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			



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4	Book Review			
5	Group Discussion/ Group Presentations/ Class Activities	<p>Case Presentations and Analysis:</p> <ol style="list-style-type: none"> 1. Assessment of STP, SOWT, Competitor Analysis, Service Innovations and Overall Service Strategy for the following companies: <ul style="list-style-type: none"> • Café Coffee Day • Starbucks • Tata Sky • Air Asia v/s Indigo • Dr. Batra • Make my Trip • Taj Hotels • Radisson Group of Hotels 2. Dr. Becketts Case 3. Sullivan Auto World 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		•	
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, Assignment etc.	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