



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: MMS

Semester: III

Name of the Course: Services Marketing

Maximum marks:100

No. of Sessions: 15

Name of the Faculty: Dr s s bedi

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Weblink:

Learning Objectives:

To recognize the evergrowing importance of services and the unique challenges faced by the marketing managers of services Industry.

Reference Books:

Services Marketing – Valarie Zeithml. Services Marketing- E Rampal Gupta

Gronroos, C. (2004). Service management and marketing. A customer relationship management approach.

New York: John Wiley. Hoffman, K. D., & John, E. G. B. (2006). Marketing of services. Concepts strategies and

cases. New Delhi. Thomson-South Western. Lovelock, C., & Chatterjee, J. (2006). Service marketing. people technology and strategy.

Shanker, R. (2002). Services marketing. The Indian perspective. New Delhi. Excel Books.



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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 – Nature of services 1 Session	Gronroos, C. (2004). Service management and marketing. A customer relationship management approach.	Services v/v customer service	discussion
2	Market positioning	Gronroos, C. (2004). Service management and marketing. A customer relationship management approach.	How to have impact on target segment	Role play, Healthcare
3	Service delivery system	Services Marketing – Valarie Zeithml. Services Marketing- E Rampal Gupta	Service quality dimensions	discussion
4	New service development	Services Marketing – Valarie Zeithml. Services Marketing- E Rampal Gupta	Research and customer analysis	Case study
5	Services marketing mix decisions	Gronroos, C. (2004). Service management and marketing. A customer relationship management approach.	Tactical marketing in services	Discussion
6	Services marketing mix decisions	Services Marketing – Valarie Zeithml. Services Marketing- E Rampal Gupta	Analysing all the 7 ps of services	Case study
7	Managing demand, capacity and service	<u>Shanker, R. (2002). Services marketing. The Indian</u>	Understanding	quizz



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	assets	<u>perspective. New Delhi. Excel Books.</u>	demand patterns and capacity constraints	
8	Service processes – managing service encounter	<u>Shanker, R. (2002). Services marketing. The Indian perspective. New Delhi. Excel Books.</u>	Strategies for effective service delivery	Role play
9	Customer satisfaction and service quality	Services Marketing – Valarie Zeithml. Services Marketing- E Rampal Gupta	Aligning services to customer satisfaction	discussion
10	Customer complaints and service recovery	<u>Shanker, R. (2002). Services marketing. The Indian perspective. New Delhi. Excel Books.</u>	Managing complaints and claims	case
11	Managing service profit chain	<u>Shanker, R. (2002). Services marketing. The Indian perspective. New Delhi. Excel Books.</u>	Strategy to increase revenue	Role play
12	Managing customer relationships	<u>Shanker, R. (2002). Services marketing. The Indian perspective. New Delhi. Excel Books.</u>	Direct contacts and having pulse of market	case
13	Managing people in service organisations	Gronroos, C. (2004). Service management and marketing. A customer relationship management approach.	Interactions and communicating to win	discussion



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14	Case Studies and Presentations	Healthcare, Travels	Analysis	discussion
15	Case Studies and Presentations	Financial, Hospitality	Analysis	discussion

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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	<u>Marketing of services</u>	communicating	<u>Healthcare</u>
2	Industry Visit	<u>Services</u>	<u>Customer satisfaction</u>	<u>Hospital</u>
3	Academic Projects	<u>Presentations</u>	services	<u>Different sectors</u>
4	Book Review			
5	Group Discussion	Courier industry	<u>Handling enquires and complaints</u>	<u>Dhl courier</u>
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	objective	5
Presentation	Service sector	10
Case Study	From ICFAI and valarie zeithmal	10
Participation	Role play	10
Others	Attendance	5

Signature of Faculty

Signature of the Co-ordinator