

<b>Name of College: S. R. Luthra Institute of Management</b>								
<b>Faculty</b>	<b>Management</b>			<b>Program</b>	<b>Master of Business Administration (M.B.A.)</b>			
<b>Year</b>	<b>II</b>			<b>Version</b>	<b>1.0</b>			
<b>Semester</b>	<b>4</b>			<b>Effective From</b>	<b>June 2024</b>			
<b>Course Code</b>	<b>MGMB13402</b>	<b>Course Name</b>	<b>Services Marketing (SRM)</b>					
<b>Teaching Scheme</b>				<b>Examination Scheme</b>				
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
4	4	0	0	30	40	50	---	120

**Course Outcomes:**

<b>CO1</b>	Explain the consumer's service consumption journey.
<b>CO2</b>	Develop the service business model for a specific offering.
<b>CO3</b>	Suggest ways of managing customer interactions for effective services marketing.
<b>CO4</b>	Recommend ways to implement profitable service strategies for service quality, handling customer complaints and service recovery.

**Mapping Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	3	1	1	1	2	1
<b>CO2</b>	3	3	3	2	3	3
<b>CO3</b>	3	2	1	2	2	2
<b>CO4</b>	3	2	1	2	2	2

Sr. No	Module	Description	CO	Marks	Hours
1	I	<p><b>Basics of Services Marketing:</b></p> <ul style="list-style-type: none"> <li>• Definition of service</li> <li>• Characteristics of services</li> <li>• Broad categories of services</li> <li>• Distinctions between services and goods</li> <li>• Services Marketing Mix – 7 Ps</li> </ul> <p><b>Consumer Behaviour in Service Encounter:</b></p> <ul style="list-style-type: none"> <li>• Service expectations</li> <li>• Pre-purchase Stage</li> <li>• Service-Encounter Stage</li> <li>• Post-Encounter Stage</li> </ul> <p><b>Segmenting and Positioning Services:</b></p> <ul style="list-style-type: none"> <li>• Achieve competitive advantage through focused strategies</li> <li>• Segmenting service markets</li> <li>• Developing effective positioning strategy</li> </ul>	1	12	10
2	II	<p><b>Traditional Services Marketing Mix:</b></p> <ul style="list-style-type: none"> <li>• Service as a Product <ul style="list-style-type: none"> <li>○ The flower of services</li> <li>○ New service development</li> </ul> </li> <li>• Pricing Services <ul style="list-style-type: none"> <li>○ Pricing strategies</li> <li>○ Role of non-monetary costs</li> <li>○ Revenue management</li> <li>○ Ethical concerns in service pricing</li> </ul> </li> <li>• Delivering the Services <ul style="list-style-type: none"> <li>○ Distribution in service context</li> <li>○ Role of customers and intermediaries in service distribution</li> <li>○ Electronic channels, Self-service technologies</li> </ul> </li> <li>• Promoting Services <ul style="list-style-type: none"> <li>○ Marketing communication in service context</li> <li>○ Challenges in services communications</li> <li>○ The service marketing communication mix</li> </ul> </li> </ul>	2	13	10
3	III	<p><b>Managing Customer Interface</b></p> <ul style="list-style-type: none"> <li>• Service Process <ul style="list-style-type: none"> <li>○ Designing &amp; documenting service processes</li> <li>○ Service blueprinting</li> <li>○ Service process redesign</li> </ul> </li> <li>• People in Services <ul style="list-style-type: none"> <li>○ Role and importance of human resource in service delivery</li> <li>○ Cycle of failure, mediocrity, and success</li> </ul> </li> <li>• Physical evidence of Services <ul style="list-style-type: none"> <li>○ Purpose service environment</li> <li>○ Consumer response theory</li> <li>○ Dimensions of service environment</li> </ul> </li> </ul>	2, 3	13	10

4	IV	<b>Managing Capacity and Demand</b> <ul style="list-style-type: none"> <li>• Understanding and managing capacity</li> <li>• Analysing patterns of demand</li> <li>• Strategies for matching capacity and demands</li> </ul>	4	12	10
		<b>Implementing Profitable Service Strategies</b> <ul style="list-style-type: none"> <li>• Service Quality: <ul style="list-style-type: none"> <li>○ Gaps model; Measuring and improving service quality.</li> <li>○ Soft and hard measures of service quality</li> </ul> </li> <li>• Complaint handling and Service Recovery: <ul style="list-style-type: none"> <li>○ Analysing customer complaining behaviour</li> <li>○ Customer responses to effective service recovery</li> <li>○ Principles of effective service recovery</li> </ul> </li> </ul>			

**References:**

<b>Books:</b>	
1.	Services Marketing: People, Technology, Strategy, Jochen Wirtz, Christopher Lovelock, Jayanta Chatterjee, Pearson, 8 <sup>th</sup> edition
2.	Services Marketing: Integrating Customer Focus Across the Firm, Valeire Zeithmal, Mary Jo Bitner, Dwayne D. Gremier, Ajay Pandit, MGH, 7 <sup>th</sup> edition
3.	Services Marketing, K. Rama Mohan Rao, Pearson, 2 <sup>nd</sup> edition
4.	Services Marketing, Rajendra Nargundkar, MGH, 3 <sup>rd</sup> edition
5.	Services Marketing, Priyanka B. Joshi, Everest, 1 <sup>st</sup> edition
6.	Services Marketing: The Indian Context, R. Srinivasan, PHI, 4 <sup>th</sup> edition
<b>Newspapers / Magazines / Journals:</b>	
1.	Journal of Services Marketing
2.	Services Marketing Quarterly
3.	Services Marketing Journal (IUP)
4.	Journal of Financial Services Marketing
5.	Indian Journal of Marketing