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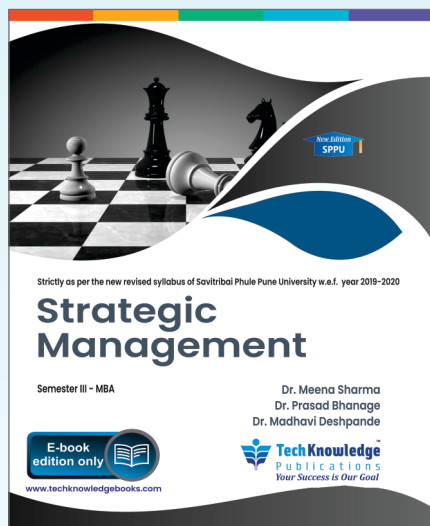


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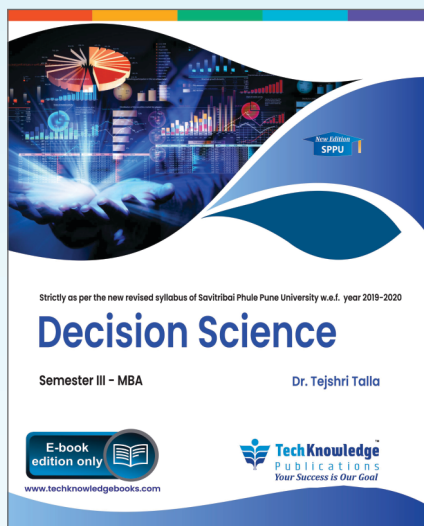
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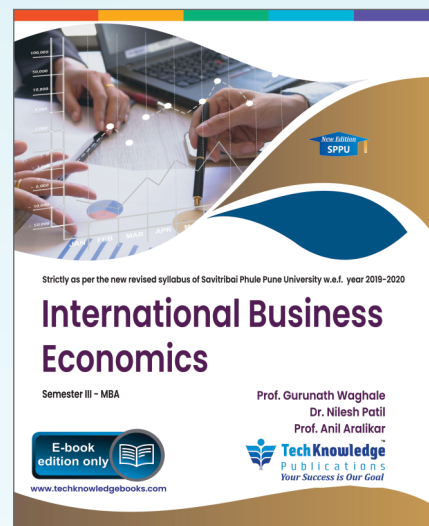
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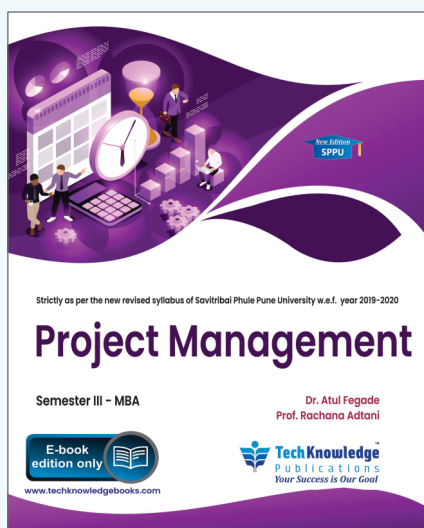
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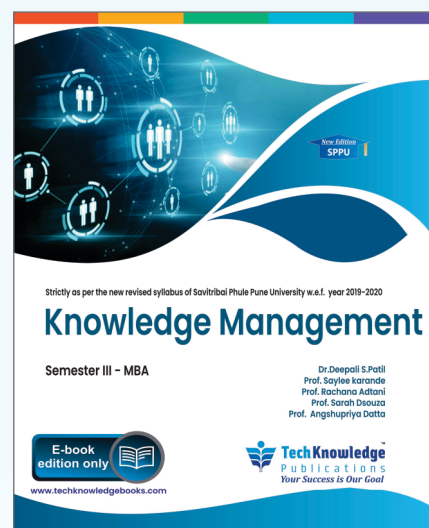
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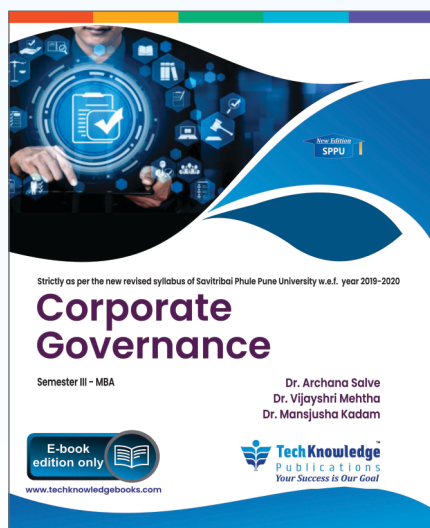
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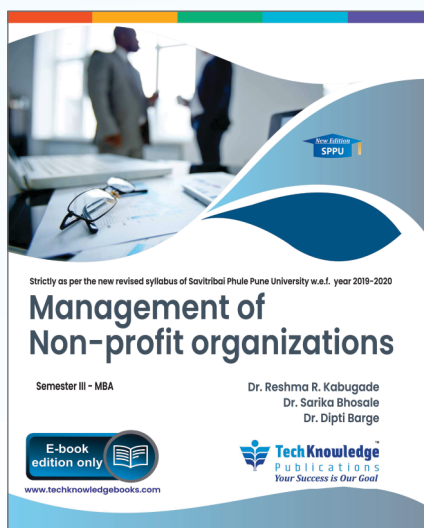
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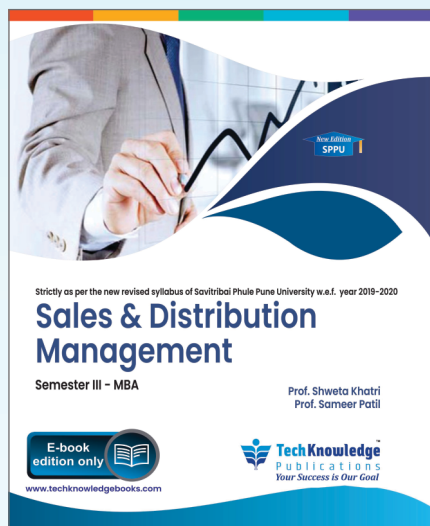
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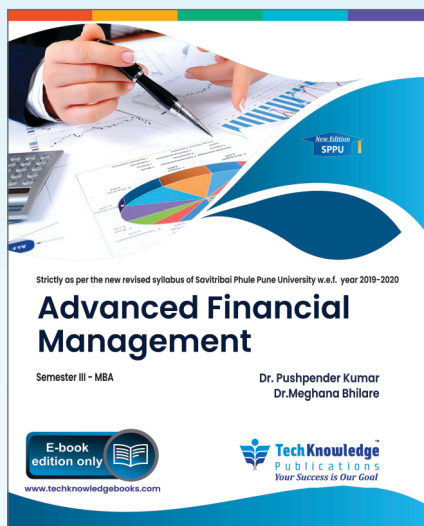
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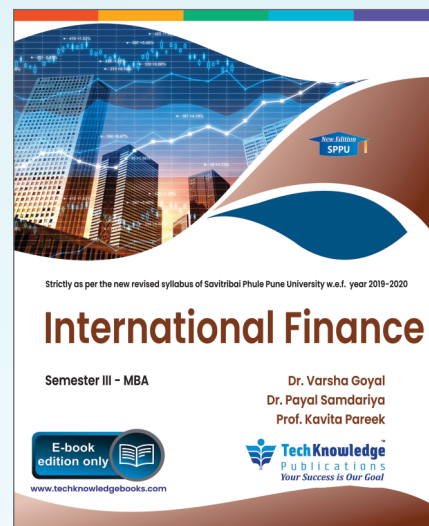
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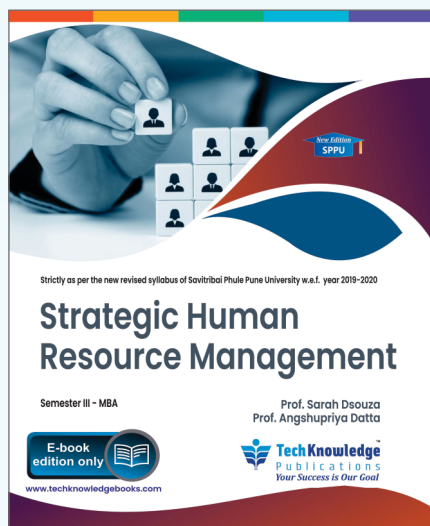
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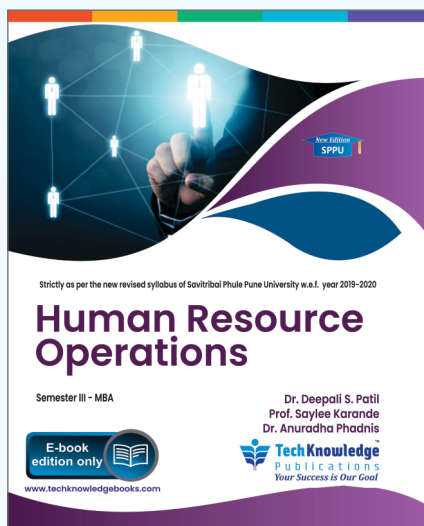
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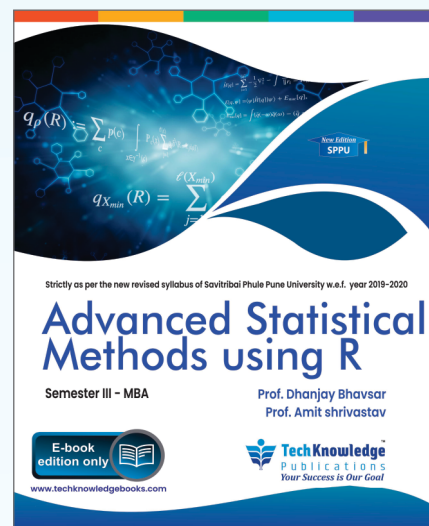
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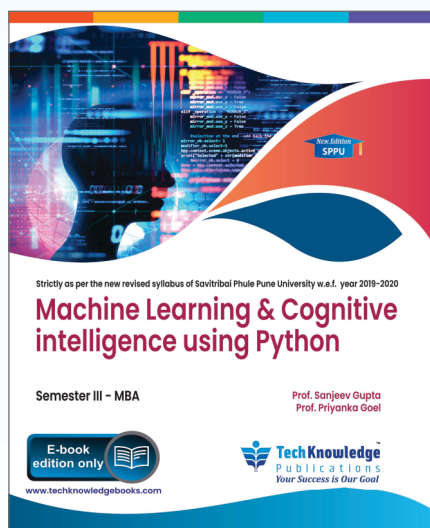
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Services Marketing

(Code : SC – MKT- 03)

Semester III – Master of Business Administration (MBA)

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Strictly as per the New Revised Syllabus (Rev. 2019) of Savitribai Phule Pune University w.e.f. academic year 2020-21 (As per Choice Based Credit System)

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Services Marketing

Dr. Varsha Manish Bihade, Dr.Irfan Siddiqui, Mr.Harish Naidu.

Semester III – Master of Business Administration (MBA) (SPPU)

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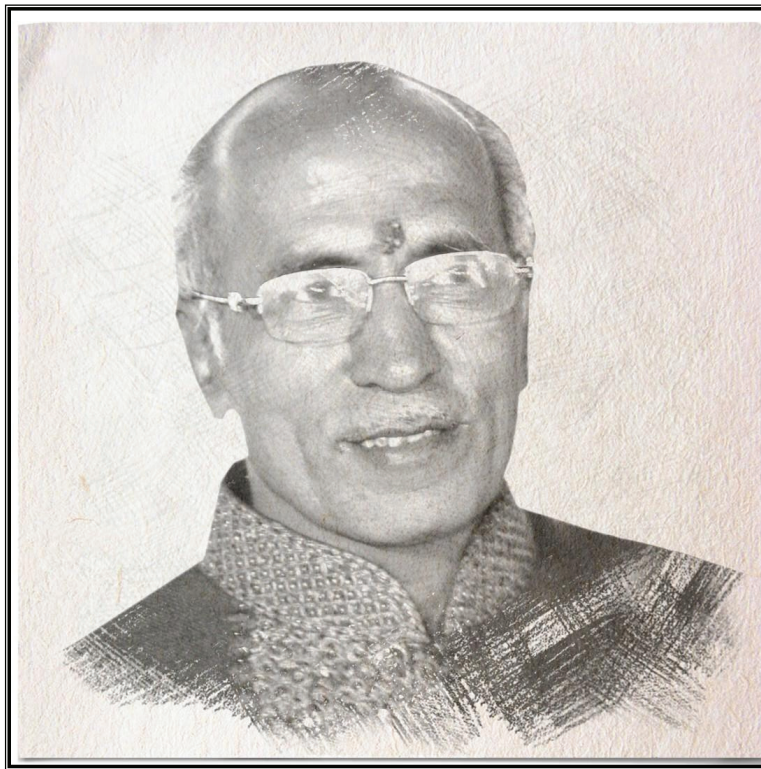
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*We dedicate this Publication soulfully and wholeheartedly,
in loving memory of our beloved founder director,
Late Shri. Pradeepji Lalchandji Lunawat,
who will always be an inspiration, a positive force and strong support
behind us.*



“My work is my prayer to God”

- Lt. Shri. Pradeepji L. Lunawat

*Soulful Tribute and Gratitude for all Your
Sacrifices, Hardwork and 40 years of Strong Vision...*

Preface

Dear Students,

We are extremely happy to present the book of **“Services Marketing”** for you. We have divided the subject into small chapters so that the topics can be arranged and understood properly. The topics within the chapters have been arranged in a proper sequence to ensure smooth flow of the subject.

We present this book in the loving memory of **Late. Shri. Pradeepji Lunawat**, our source of inspiration and a strong foundation of **“TechKnowledge Publications”**. He will always be remembered in our hearts and motivate us to achieve our new milestone.

We are thankful to Seema P. Lunawat, Vaishali Nisargand and Dr. Deepali Patil for the encouragement and support that they have extended. We are also thankful to the staff members of TechKnowledge Publications and others for their efforts to make this book as good as it is. We have made every possible efforts to eliminate all the errors in this book. However if you find any, please let us know, because that will help us to improve the book quality further.

We are thankful to my family members and friends for their patience and encouragement.

- Authors

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A result oriented professional with 13 + years of experience in the area(s) of Teaching, Sales, Business Development, Team Management, and Channel Management in the organization like ICICI. Overseas teaching experience at Oman and Rwanda. Received Research Grants for University funded project Resource person for designing and developing “Entrepreneurship Management” Course syllabus for Savitribai Phule Pune University MBA Program.

Now trying to achieve benchmark in Digital Marketing in a joint venture firm “DIGVERTISE”<https://digvertise.com/> who provides all kinds of services related to digital marketing.



Mr.Harish Naidu

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Syllabus

Semester III	SC – MKT- 03	304MKT : Service Marketing
3 Credits	LTP: 2:1:1	Subject Core (SC) Course – Marketing Management

Course Outcomes: On successful completion of the course the learner will be able to

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CO 304MKT .1	Remembering	RECALL the key concepts in services marketing
CO 304MKT.2	Understanding	EXPLAIN the role of Extended Marketing Mix in Services
CO 304MKT.3	Applying	DEMONSTRATE the new Paradigm and Perspectives in Marketing of Services
CO 304MKT.4	Analysing	ANALYSE the significance of services marketing in the Indian and global Economy
CO 304MKT.5	Evaluating	EVALUATE Segmentation, Targeting & Positioning of Services in dynamic marketing environment
CO 304MKT.6	Creating	DEVELOP marketing mix for various services offering

1. Services Marketing- An Insight into Emerging Sector of Economy :

Introduction, Nature & Definition of Services, Difference between goods & Services: Service-Continuum, Key classifications of the Services, Service Characteristics; Traditional elements of Services Mix; Need for extended marketing mix elements in Services. Need to study Service Marketing: Evolution of Services as Value Contributors, Service Sector beyond 2020 - Indian, Asian & Global perspectives **(6+2)**

2. Role of Process, People& Physical Evidence in Services Marketing :

Process - Service system - Service system, Service scape and Servuction system, Importance of Process in Services ; Service Blueprint; Mapping the Process- Horizontally & Vertically; Variety in Service Process; Value addition in Process. People- The Key to a Service Marketing; People Dimensions in Services Marketing; Service Encounters; High- Contact & Low-Contact Services; Emotions in Service Situations; Service Profit Chain; Service Culture Physical Evidence- Contribution of Physical Evidence to the Service Understanding, Managing the Physical Evidence in Service Marketing **(8+2)**

3. Managing Consumer Behaviour & Service Quality :

Consumer and Organisational Behaviour in Services – Understanding Our Customers & Collaborators in services, stages of service consumption Service Quality- Levels & Dimensions; Service Quality Models - ServQual, GAP Model and Critical Incident Model. Managing demand and capacity - capacity constraints, understanding demand patterns, strategies for matching and adjusting capacity and demand Service Recovery, Service Recovery Process, Impact of Service Failures, Nature of Complaining Behaviour-Complaint Resolution **(7+2)**

4. Segmentation, Targeting & Positioning of Services in Modern Era :

Bases for Segmentation of Services; Selecting Target Market & Approaches; Techniques of Positioning Services. Managing of Relationships in Services Marketing, service marketing triangle, Current customer retention and customer lifetime value. Service Marketing Strategies for Small and Medium Enterprises: Importance & Challenges.

(7+2)

5. Marketing of Services: New Paradigm and Perspectives :

Customer as the Centre of Attention; Services as Key Differentiators; New Service Opportunities: Emergence of Work from Home, Automation & New Technologies in Services; Service Marketing Opportunities in India Applications of Service Marketing: Marketing in Tourism, Retail, Hospitality, Airlines, Telecom, IT & ITES, Sports & Entertainment, Logistics, Health Care Sector, Event Management Services and Banks & Financial Sector, Non- Profit Organisations

(7+2)

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Unit 1

Services Marketing– An Insight into Emerging Sector of Economy



Syllabus

Introduction, Nature & Definition of Services, Difference between goods & Services: Service-Continuum, Key classifications of the Services, Service Characteristics; Traditional elements of Services Mix; Need for extended marketing mix elements in Services. Need to study Service Marketing: Evolution of Services as Value Contributors, Service Sector beyond 2020 – Indian, Asian & Global perspectives

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