

**School of Business, Public Policy and Social Entrepreneurship
Ambedkar University, Delhi**

Course Code: SBP2MB614 Title: Services Marketing
Type of Course: Elective

Cohort for which it is compulsory: NA

Cohort for which it is Core: MBA

No of Credits: 2

Attendance: 80% attendance is mandatory

Semester and Year Offered: Semester 3 Oct to Dec - 2018

Course Coordinator and Team: Kartik Dave

Email of course coordinator: kartik@aud.ac.in

Pre-requisites: Marketing management

Objective: The objective of this course is to explain the special need for services marketing discipline, the challenges for services marketing, and how to deal with them. It also aims at understanding of marketing practices in service organisations, and the recent trends in the service sector.

Brief description of modules/ Main modules:

Unit 1: Introduction to Services Marketing

Unit 2: Understanding Consumers and Service Quality

Unit 3: Service as a Product and Delivery Process

Unit 4: Service Pricing

Unit 5: Service Communication and Branding

Unit 6: Managing Physical Evidence of Service

Unit 7: Managing People in Services

Unit 8: Managing Customer Relationships

Assessment Details with weights:

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| 1. Case Analysis/Assignments | 30% (throughout trimester) |
| 2. Mid semester | 20% (4/5 th Week) |
| 3. End semester | 30% (8 th Week) |
| 4. Group Project | 20% (throughout trimester) |

Reading List

- i. Berry, L. L., & Parasuraman, A. (2004). *Marketing services: Competing through quality*. Simon and Schuster.

- ii. Grönroos, C. (2007) *Service Management and Marketing – A Customer Relationship Management Approach*, Second Edition, London: John Wiley.
- iii. Hoffman, K.D., Bateson, J.E.G., Wood, E.H., and Kenyon, A.J. (2010). *Services Marketing: Concepts, Strategies and Cases*, Cengage Learning India Pvt. Ltd.
- iv. Kurtz, D. L., & Clow, K. E. (1998). *Services marketing*. Wiley.
- v. Lovelock, C., Chatterjee, J., and Wirtz, J. (2011). *Services Marketing-people, technology, strategy* (7th Edition), Pearson
- vi. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2012). *Services marketing: Integrating customer focus across the firm*. McGraw Hill.