

Course Code	MB18MM09	Course Name	Services Marketing	Course Category	Elective Course	L	T	P	C
						2	0	2	3

Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	CLR-2 :	CLR-3 :	CLR-4 :	CLR-5 :	1	2	3	1	2	3	4	5	6						
The students have to learn all basic concepts of the evolution and growth of services marketing.	Each student has to understand the services marketing sector which dominant player besides product marketing.	Students have to develop the knowledge of services market.	After the gaining knowledge of services and market, students design marketing strategies.	Students can successfully implement marketing strategies in major service sectors like Health care, Hospitality, Tourism, Logistics, Educational and Entertainment Industries.	<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>	PO1- Business Environment and Domain Knowledge	PO2 - Critical Thinking Business Analysis, Problem solving and Innovation	PO3 - Global Exposure and cross cultural understanding	PO4 – Social Responsiveness and Ethics	PO5 – Effective Communication	PO6 – Leadership and Team Work						
On completion of this course the students should be in a position to exhibit the following learning skills:																			
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>																		
CLO-1	Understand the basic concepts in Services marketing and growing importance of services in economy	1	60	50										M	H	H	M	L	M
CLO-2	Identify the unique nature and characteristics of Services	1	50	70										H	H	M	M	H	L
CLO-3	Analyze the market Segmentation, Targeting and Positioning of services	2	80	75										H	H	M	L	M	H
CLO-4	Appreciate the unique challenges involved in marketing and managing services	2	80	70	M	H	M	H	M	L									
CLO-5	Develop in-depth understanding of the key concepts of customer experience, service quality	3	90	80	H	H	H	L	H	M									

Duration (hour)		6	6	6	6	6
S-1	SLO-1	Introduction to marketing concepts	Service characteristics and Scope	Contribution of service sector to Economy	Major differences between Services and Goods	Trends in the Service Sector
	SLO-2	Traditional Marketing Mix	Extended service Marketing Mix for managing customer context	Consumer behavior in the service context	Consumer purchase behavior and satisfaction	Post purchase Evaluation by Customers
S-2	SLO-1	Market Segmentation in Services	Basis, Levels and Process of Market Segmentation	Target Marketing selection Process	Developing Positioning Strategy	Assessing service market potential
	SLO-2	Planning and developing service product	Importance of customers in service delivery	Service Guaranties, Service Blueprinting	Supplementary and Core elements	New Service development, Challenges and types
S-3	SLO-1	Designing and managing service process	Delivery of High-quality Service	Factors influence Customer Expectations of service	Service Encounters	Potential for New Service Offerings
	SLO-2	Pricing and Approaches to Pricing Services	Strategic Decisions in Pricing	An indicator of Service quality	Cost based, Competition based and Demand based	Perceived Value with Modular Service
S-4	SLO-1	Sales promotion in Services	Role of distribution in Services	Manage Customer Expectations	Improve Customer Education	Manage Service Promises
	SLO-2	Demand Patterns and Measurement	Measures to Respond to the Changes in Demand	Strategy Insight-Capacity	Balancing Capacity Utilization	Managing Demand and Productive Capacity
S-5	SLO-1	Measurement of service quality	High quality Service delivery	Customer defined Standards	Bench marking	Improving Service productivity
	SLO-2	Service Life Cycle	Service Quality function development	SERQUAL	GAP's model of service quality	Service advantage
S-6	SLO-1	Commercialization or launch	Brand as a Person – Brand Personality	Co-branding	Adaptive Experiments	Building brand equity, Measuring brand equity

	SLO-2	Models in various phases of New product development	Brand identity prism	Brand Repositioning decisions	Selection of a testing procedure	Managing Brand equity – Achieving Marketing Balance
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Learning Resources	1. Christopher Lovelock, JochenWirtz and JayantaChaterjee, “Service Marketing”, Pearson, New Delhi, 2014	https://www.academia.edu/23256758/Services_Marketing_People_Technology_Strategy_8th_edition
	2. Valaries A. Zeithl & Mary Jo Bitner, “Services Marketing”, Tata McGraw Hill, New Delhi, 2014	https://services-marketing-book.pdfFiller.com/
	3. Christopher Lovelock, “Services Marketing”, Pearson, New Delhi, 2014	https://www.researchgate.net/publication/282206596_Essentials_of_Services_Marketing_3rd_edition
	4. Christian Gronroos, “Service Management and Marketing”, MCMillan, New Delhi, 2014	

Learning Assessment											
	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)			
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice
Level 1	Remember	15	15	20	20	15	15	15	15	15	15
	Understand										
Level 2	Apply	20	20	15	15	15	15	20	20	20	20
	Analyze										
Level 3	Evaluate	15	15	15	15	20	20	15	15	15	15
	Create										
Total		100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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