

## **BBA 611-18 Services Marketing**

**Course Objective:** The course aims to develop an understanding about the fundamentals of marketing of services and the service marketing mix. The course will also provide an insight into service quality and delivery mechanisms.

### **Course Outcomes:**

CO1: Understand the different types Services and its characteristics.

CO 2: Comprehend the customer centric approach in the service marketing

CO3: Know about various concepts of marketing and its integration with services

CO4: Infer about delivery of the services with customer centric approach.

### **UNIT-1**

**Introduction of Service Marketing:** Introduction, meaning of services, Service and technology, Characteristics of services compared to goods,  
**Services marketing mix**, Growth of service sector and service industry

### **UNIT-II**

**Focus on Customer:** Consumer behaviour in services, customer expectations of services, customer perception of services, building customer relationships,  
**Customer defined service standards**, Service recovery.

### **UNIT-III**

**Integrated services marketing communication**, Pricing of services, Service innovation and design, physical evidence and servicescape,  
**Managing demand and capacity of services**

### **UNIT-IV**

**Service Delivery:** Employees role in service delivery, customer role in service delivery, Delivering services through intermediaries and electronic channels,  
**GAPS model of service quality**, Ethical Aspects in Service Marketing.

### **Suggested Readings:**

- Zeithaml V., Bitner M., Gremler D., Pandit A., *Services Marketing -- 5th Edition* - TMH
- Gupta R., *Services Marketing*, Galgotia Publications.
- Lovelock C., *Services Marketing*, Pearson Publications
- Payne A., *The Essence of Service Marketing*, Prentice- Hall of India,
- Woodruffe H., *Service Marketing*, Macmillan India Ltd. Delhi, 1997.