Facilitator: Remya Vivek Menon

Course Duration: 24 sessions of 75 minutes each.

Overview of the course

India’s service sector has matured considerably during the last few years and has been globally recognized for its high growth and development. This sector has been growing at an annual growth rate of 28% during the last five years. Presently services account for about 58% of India’s GDP.

This course intends to impart skills needed on the basic concepts of service designs and understand different types of business problems often confronted by Services Marketing managers.

Over the years, the country has witnessed a transition from agriculture based economy to a knowledge based economy. One of the major functional pillars of this economy is information technology (IT) and it enabled services (ITES) industry. It continues to be a
dominating sector in the overall growth of the Indian industry. Thus services hold immense potential to accelerate the growth of an economy and promote general well-being of the people. They offer innumerable business opportunities to the investors.

They have the capacity to generate substantial employment opportunities in the economy as well as increase its per capita income. Creating new services that captivate consumers and generate profit is tough job today. The abundance of offerings, vendors, and channels makes the competition for consumer’s attention particularly keen. Moving up high value chain is imperative for Indian services industry in a few years’ time, as other nations including China will be catching up with us fast. This course expects to equip students with practical insights into the operation of Indian service sector and its performance in the international arena.

**Objectives of the Course:**

1. To provide a broad conceptual framework about services marketing and differentiate it from Product Marketing.

2. The service sector revolves around key pillars-People & Processes. The better the two P’s the higher the productivity.

3. To highlight the importance of matching service quality with customer expectations and discuss different approaches to achieve the same.
4. To discuss the strategies to be adopted by any service sector for operating in a competitive and global environment.

5. To understand the vagaries of different service sectors in India and debate its growth and future.


Reference Textbook

• Principles of Services Marketing : Christopher Lovelock and Wright
• Services Marketing Management : Peter Mudie and Angela Pirrie

Evaluation Criteria

• End-term examination - 40%
• Project-20%
• Article Review-15%
• Presentation-15%
• Class Participation and Attendance- 10%

Detailed Course Outline

Session Topics Reading In class activity

1,2 Introduction to Services Marketing Chapter-1 of text book Discussion matrix Chapter-1 and 2 of reference text book

3,4 Understanding Service/ Characteristics/Service process Discussion Discussion
Discussion 5,6 Marketing Mix, Strategic classification of services/Open View of Services/ Gaps Model of service quality 7,8 Service Delivery Process/Services Blueprinting
Chapter 2
Chapter 3 of RTB 2, Discussion Chapter 8 of CTB 9,10 Customer Expectation and Customer perception of Services Chapter 3 and 4 of CTB Discussion
11,12 SERVQUAL and Customer relationships, Service failure Chapter 5, 6 and 7 of CTB Discussion 13,14 Service Recovery, Servicescape, delivering and performing service Discussion 15 Managing Demand and Capacity Chapter-13 Discussion 16 Pricing of services and Service Communication mix Chapter-7, 9,10, and 11 of CTB Chapter 14 and 15 Discussion 17,18 Tourism Industry Case Study. Case Discussion 19,20 Airlines Industry Case Study. Case Discussion 21,22 Health Care Industry Case Study. Case Discussion 23,24 Financial Services Case Study. Case Discussion

Project (To be submitted on completion of 20th session)
Students have to form groups of 3 or 4 and select a service organization/company of their choice. They should study the service delivery processes of the firm to identify the existing process, pitfalls in their process, and propose strategies for improving service quality. Your final report must not exceed ten single spaced pages. A presentation is also expected.

Article Review (To be submitted on completion of 14th session)
Ten articles are provided in the course folder. All students need to write a 1000 word review on these articles in their own language. The review should contain brief theme of the articles, major concepts/theories proposed, and implications for practicing managers. Submission is expected before 15th session.

Articles for review