

AMRITA VISHWAVIDYAPEETHAM

AMRITA SCHOOL OF BUSINESS

**Department of Management,
Amritapuri**

IV TRIMESTER, MBA

Services Marketing MM404E

Course Plan 2016-2018

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.

Core Text Book: Services Marketing - Integrating Customer Focus Across the Firm

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Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit, Tata McGraw Hill

Publishing Company Ltd., New Delhi.

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 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 fonts, 1-inch margin 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 15 th session.

Articles for review

- 1. Levitt, T. "Marketing Intangible Products and Product Intangibles", in *The Marketing Imagination* by Theodore Levitt , 2nd Edition, (New York, The Free Press, 1986), pp. 94-110**

2. Quinn, J. B. and Gagnon C. E., "Will Services Follow Manufacturing into Decline?" *Harvard Business Review*, November - December 1986, pp. 95-103.
3. Lovelock, C. "Classifying Services to Gain Strategic Insights", *Journal of Marketing*, Vol. 47, (Summer 1983), pp. 9-20.
4. Carlzon, J. "Putting the Customer First: The Key to Service Strategy" *The McKinsey Quarterly*, summer 1997.
5. Shostack, L. "Breaking Free from Product Marketing", *Journal of Marketing*, April 1977,
6. Fryar, C. R. "What's Different about Services Marketing", *The Journal of Services Marketing*, Vol.5, No. 4, Fall 1991.
7. Shostack, G. L. "Designing Services that Deliver", *Harvard Business Review*, January – February 1984.
8. Turner, A. N. "Consulting is More Than Giving Advice", *Harvard Business Review*, September- October 1982, pp. 120-129.
9. Quinn, J. B., Doorley, T. L. and Paquette, P. C. "Beyond Products : Services-Based Strategy", *Harvard Business Review*, March-April 1990, pp. 58-66.
10. Barkin, T. I., Nahiry, J., and Van Metre, E. S., "Why are Service Turnarounds so Tough?" *The McKinsey Quarterly*, No. 1, 1998, pp. 46-54.

