

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year III (Semester: –VI) (W.E.F. Academic Year 2017-18)

Specialization: Marketing Management

Subject Name: Services and Relationship Marketing (SRM)

Subject Code: 3569912

Subject Credits: 3

Total Marks: 150

1. Learning Outcome:

- Familiarize the students with the conceptual as well as practical differences between marketing physical products and intangible services, including dealing with the extended services marketing mix.
- Understanding the challenges of managing service organizations in the service oriented and modern world.
- Making students capable of framing strategies to manage the challenges of modern-day service-oriented organizations.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Basics of Services Marketing: <ul style="list-style-type: none">• Basic concept of services• Broad categories of services• Distinctions between services and goods; Services Marketing Mix – 7 Ps Customer Behavior in Service Encounter: <ul style="list-style-type: none">• Pre-purchase Stage• Service-Encounter Stage• Post-Encounter Stage• Customer Expectations and Perceptions of Services – Zone of Tolerance	9	17
II	Services Marketing Mix: <ul style="list-style-type: none">• Service as a Product – Core and Supplementary Elements, Branding Service Firms, Products and Experiences, New Service Development• Pricing Services – Pricing Strategies, Role of Non-monetary Costs, Revenue Management, Yield Management• Delivering the Services – Service Distribution, Role of Customers in Service Delivery, Delivery through	9	18

	<p>Intermediaries, Franchising, Electronic Channels, Self-Service Technologies</p> <ul style="list-style-type: none"> Promoting Services – Strategic Service Communication, Promoting Tangibles, Crafting Effective Messages, Services Marketing Communication Mix 		
III	<p>Services Marketing Mix - Expanded:</p> <ul style="list-style-type: none"> People in Services –Role and importance of human resource in service delivery, Effective HRM Practices, Service Culture and Leadership Service Process – Designing & documenting service processes – a service blueprinting, Service Process Redesign Physical Evidence of Services- Purpose Service Environment, Dimensions and Consumer Response Theory. 	9	18
IV	<p>Managing Capacity and Demand: Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands</p> <p>Service Quality and Relationship Management:</p> <ul style="list-style-type: none"> Services Quality: Gaps Model; Measuring and Improving Service Quality. Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships Customer Loyalty & Retention Strategies Strategies for reducing Customer Defections; and Customer Relationship Management (CRM) 	9	17
V	<p>Practical:</p> <p>The students are required to undertake the practical work related to services and relationship marketing from any of the below mentioned areas:</p> <ul style="list-style-type: none"> Understand the current extended marketing mix of any service organization, identify the gaps in services and develop a new framework/plan/strategy of extended marketing mix for them. A detailed study of any of the extended marketing mix element: viz: understanding the current strategy, identifying the gap and framing a new strategy for better outcome. Study of the current blueprint of the service organization, identifying the gaps and developing a new service blueprint (This can be undertaken for those service organization that are in requirement of changing the blueprint). Understanding the productivity trade-off of a service organization and developing new strategies to increase the productivity. 	---	(30 marks CEC)

	<ul style="list-style-type: none"> • Conducting a small-scale research on finding the gaps in the service quality of the organization, analyze the data and suggest and find the managerial implications of the results. • Study the CRM of a large service organization. • Comparison of the loyalty programs of competing service organizations. • Students can use TOPSIS. • Any other area of interest of the student/s. 		
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4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee	Services Marketing: People, Technology, Strategy	Pearson	2017
2	R. Srinivasan	Services Marketing : The Indian Context	PHI	2014
3	M.J. Bitner, Ajay Pandit, V. A. Zeithaml and D. D. Gremler	Services Marketing: Integrating Customer Focus Across the Firm	Tata McGraw Hill	Latest Edition
4	K. Rama Mohana Rao	Services Marketing	Pearson	2011
5	Clow K. E. Clow and D.L. Kurtz	Services Marketing: Operations, Management, and Strategy	Biztantra	Latest Edition
6	Christian Gronroos	Service Management and	Wiley	Latest Edition

		Marketing: Customer management in Service Competition		
7	Vinnie Jauhari Vinnie and Kirti Dutta	Services: Marketing, Operations, and Management	Oxford	2 nd
8	Rajendra Nargundkar	Services Marketing: Text and Cases	McGraw Hill	Latest Edition
9	James Fitzsimmons and Mona Fitzsimmons	Service Management: Operations, Strategy, Information Technology	Tata McGraw-Hill	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Brand Equity
2. www.afaqs.com
3. Journal of Services Research
4. Journal of Services Marketing