

MBA - II SEMESTER - IV
MM: Services and Relationship Marketing (SRM)

1. Course Objectives:

Services are becoming a dominant economic driver in the Indian economy. With increasing competition and discerning buyers, it has become inevitable for the marketers to go for relationship management to attract, retain and grow customers. The course is designed to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on a national basis. The course intends to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. It deals with the problems commonly encountered in marketing services -- such as intangibility (inability to inventory), difficulty in synchronizing demand and supply, difficulty in controlling quality and retaining customers. Strategies used by successful services marketers to overcome these difficulties are addressed to by the course contents.

2. Course Duration:

The course duration is of 40 sessions of 75 minutes each.

3. Course Contents:

Module No.	Module / Sub-Modules	Sessions	Marks Weightage
I	<p>Basics of Services Marketing: What are Services? ; Why Study Services? ; Role of services in the economy; Services and Technology - technology in service encounter, emergence of self service, automation in services, Internet services; Distinctions between Services and Goods; Services Marketing Mix;</p> <p>Customer Behaviour in Service Encounter: Four Categories of Services – People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing;; Customer Decision Making – Pre-purchase Stage, Service-Encounter Stage and Post-Encounter Stage; ; Customer Expectations and Perceptions of Services – Zone of Tolerance;</p>	8	20%
II	<p>Services Marketing Mix: Product – Core and Supplementary Elements, Branding Service Products ; Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management, Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies; Promotion – Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication</p>	8	20%

III	Expanded Marketing Mix: People – Employees’ Role in Service Delivery, Service Leadership and Culture, Process – Service Blueprinting, Service Process Redesign Physical Evidence - Servicescape, Service Environments, Managing Capacity and Demand: Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands	8	20%
IV	Service Quality and Relationship Management: Services Quality: Gaps Model; Measuring and Improving Service Quality; Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships	8	20%
V	Relationship Marketing: Customer Retention; Customer Loyalty; Strategies for reducing Customer Defections; and Customer Relationship Management (CRM)	8	20%

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- (1) Lectures
- (2) Case Discussions and Role Playing
- (3) Audio-visual Material (Using CDs/ Clippings)
- (4) Assignments and Presentations

5. Evaluation:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

A	Assignments / Présentations/ Quizzes / Class Participation / etc.	Weightage 50% (Internal Assessment)
B	Mid-Semester Examination	Weightage 30% (Internal Assessment)
C	End-Semester Examination	Weightage 70% (External Assessment)

6. Text Books:

Sr. No.	Authors	Title of the Book	Publisher	Edition and Year of Publication
T1	Lovelock Christopher, Wirtz Jochen and Chatterjee Jayanta	Services Marketing: People, Technology, Strategy	Pearson Prentice Hall	Sixth Edition, 2010
T2	Zeithaml V. A., Bitner M.J., Gremler D.D., and Pandit A.	Services Marketing: Integrating Customer Focus Across the Firm	Tata McGraw Hill	Fourth Edition, 2008
T3	Nargundkar Rajendra	Services Marketing: Text and Cases	McGraw Hill	Third Edition, 2010

7. Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition and Year of Publication
R1	R. Srinivasan	Services Marketing	PHI	Second Edition, 2009
R2	Fitzsimmons J.A. and Fitzsimmons M.J.	Service Management: Operations, Strategy, Information Technology	Tata McGraw-Hill	Fifth Edition, 2006
R3	Clow K. E. And Kurtz D.L.	Services Marketing: Operations, Management, and Strategy	Biztantra	Second Edition, 2003
R4	Gronroos Christian	Service Management and Marketing: Customer management in Service Competition	Wiley	Third Edition, 2007
R5	Jauhari Vinnie and Dutta Kirti	Services: Marketing, Operations, and Management	Oxford	First Edition, 2009
R6	Metters R.D., Metters K.H., Pullman M., and Walton S.	Successful Service Operations Management	Thomson	Second Edition, 2006
R7	Apte Govind	Services Marketing	Oxford	2009
R8	Godson Mark	Relationship Marketing	Oxford	2009
R9	Baran R.J., Galka R.J., Strunk D.P.	Customer Relationship Management	Cengage Learning	2008
R10	Chowdhary N. and Chowdhary M.	Textbook of Marketing of Services: The Indian Experience	MacMillan	2005

8. List of Journals / Periodicals/Magazines/Newspapers:

ICFAI Journal of Service Management, Journal of Services Marketing, Journal of Services Research, Journal of Marketing

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session Plan:

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Session no.	Topic
1	What are Services? ; Why Study Services, Role of services in the economy
2	Services and Technology - technology in service encounter, emergence of self service, automation in services, Internet services
3	Distinctions between Services and Goods
4	Services Marketing Mix
5	Four Categories of Services – People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing
6-7	Customer Decision Making – Pre-purchase Stage, Service-Encounter Stage and Post-Encounter Stage
8	Customer Expectations and Perceptions of Services – Zone of Tolerance;
9-10	Product – Core and Supplementary Elements, Branding Service Products
11-12	Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management
13-14	Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies
15-16	Promotion – Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication
17-18	People – Employees' Role in Service Delivery, Service Leadership and Culture,
19-20	Process – Service Blueprinting, Service Process Redesign
21-22	Physical Evidence - Servicescape, Service Environments
23-24	Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands
25-28	Services Quality: Gaps Model; Measuring and Improving Service Quality
29-32	Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships
33-34	Customer Retention
35-36	Customer Loyalty
37-38	Strategies for reducing Customer Defections
39-40	Customer Relationship Management (CRM)