



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB04092061

Course / Subject Name : Services Marketing

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Interdisciplinary Elective (Minor 2)

Prerequisite:	Studied Marketing Management course
Rationale:	This course uses applied concepts of Marketing Management

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Develop an understanding and appreciation of the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses.	Apply
02	Examine the components of the “services marketing mix” (four P’s and three additional P’s) and relate them to managing service quality.	Analyse
03	Develop skills to evaluate the customer experience and service quality of an organization and develop solutions designed to build competitive advantage. Understand the role of technology in marketing of services.	Apply
04	Formulate ethical and socially responsible service recovery mechanisms for a given service organization	Create

*Revised Bloom’s Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Services Marketing: <ul style="list-style-type: none"> Basic concept of services Broad categories of services 	10	17



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	<ul style="list-style-type: none"> • Distinctions between services and goods; Services • Marketing Mix – 7 Ps <p>Customer Behaviour in Service Encounter:</p> <ul style="list-style-type: none"> • Pre-purchase Stage • Service-Encounter Stage • Post-Encounter Stage • Customer Expectations and Perceptions of Services – Zone of Tolerance • Customer driven services marketing • Segmenting Service markets • Principles of positioning services 		
2.	<p>Services Marketing Mix:</p> <p>Service as a Product</p> <ul style="list-style-type: none"> • Core and Supplementary Elements • Branding Service Firms • Products and Experiences • New Service Development <p>Pricing Services</p> <ul style="list-style-type: none"> • Pricing Strategies • Role of Non-Monetary Costs • Revenue Management, Yield Management <p>Delivering the Services</p> <ul style="list-style-type: none"> • Service Distribution, Role of Customers in • Service Delivery • o Delivery through Intermediaries, Franchising 	11	18
3.	<p>Services Marketing Mix: Expanded</p> <p>Promoting Services</p> <ul style="list-style-type: none"> • Strategic Service Communication • Promoting Tangibles and overcoming problems of intangibility • Crafting Effective Messages, Services • Marketing Communication Mix <p>People in Services</p> <ul style="list-style-type: none"> • Role and importance of human resource in service delivery • Effective HRM Practices • Service Culture and Leadership <p>Service Process</p> <ul style="list-style-type: none"> • Designing & documenting service processes • Service blueprinting 	12	18



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	<ul style="list-style-type: none"> • Service Process Redesign <p>Physical Evidence of Services-</p> <ul style="list-style-type: none"> • Service Environment, Elements of service scape • Understanding Consumer Responses to Service Environments • The Mehrabian-Russell Stimulus-Response Model • Bitner’s servicescape model 		
4.	<p>Managing Capacity and Demand:</p> <ul style="list-style-type: none"> • Understanding Capacity • Demand Patterns • Strategies for Matching Capacity and Demands <p>Service Quality:</p> <ul style="list-style-type: none"> • Services Quality • Gaps Model; Measuring and Improving Service Quality. • Soft and hard measures of service quality <p>Complaint handling and Service Recovery:</p> <ul style="list-style-type: none"> • Customer complaining behaviour • Customer responses to effective service recovery • Principles of effective service recovery 	12	17
5.	<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: namely: 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. • Conducting a small-scale research on finding the gap in the service quality of the organization, analyse the data and suggest and find the managerial implications of the results. • Study the CRM of a large service organization. 	15	CEC



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	<ul style="list-style-type: none">• Comparison of the loyalty programs of competing service organizations.• Any other area of interest of the student/s		
	Total	60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	15	20	20	20	15

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Services Marketing: People, Technology, Strategy; Indian 9th edition/latest edition By: Jochen Wirtz , Christopher Lovelock , Pearson
2. Services Marketing : People Technology Strategy, 8th Edition/latest edition. By: Wirtz Jochen , Lovelock Christopher, Chatterjee Jayanta , Pearson
3. Integrating customer focus across the firm By Zeithaml; Mary Jo Bitner: Dwayne D. Gremler [and] Ajay Pandit latest edition, Mc Graw Hill

(b) Reference Books:

1. Services Marketing: Concepts, Strategies, And Cases By Hoffman/ Bateson, latest edition Cengage India
2. Services Marketing (Text & Cases) by Rajendra Nargundkar, latest edition, Mc Graw Hill

(c) Journals:

1. Journal of Services Marketing
2. Services Marketing Quarterly
3. Services Marketing Journal (IUP)
4. Journal of Financial Services Marketing
5. Indian Journal of Marketing

Open source software and website:

1. <https://nptel.ac.in/courses>

Suggested Activities for Students:

1. Rating Products as Tangible vs. Intangible on the Goods-Services Continuum



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2. Flowcharting a Personal Service Experience
3. Service Recovery Role Playing

CO- PO Mapping:

Semester 4	Subject Name: Services Marketing				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	1	-
CO2	3	2	2	1	1
CO3	3	3	2	1	2
CO4	3	2	1	1	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.
