

Syllabus

BBB 326: Marketing of Services

Objectives: *This course aims at enabling students to apply marketing concepts and principles to the unique challenges and opportunities of services marketing to create customer value.*

UNIT – I

Introduction to Services Marketing:

Meaning and Nature of Services, Growing Importance of Services Sector; Classification of Services; Differentiating goods from services; Introduction to services marketing: Growth and importance of services marketing.

Understanding Consumer Behaviour and markets :

Consumer purchase process; consumer behaviour in service encounters; Customer Expectations and Perceptions; Market Segmentation and positioning of services.

UNIT – II

Services Design and Development: Creating new service, Identifying and classifying supplementary services, Service blue printing.

Pricing of services: Objectives and foundations for setting prices, Value based pricing.

Services Distribution Management: Distributing services; Options for services delivery, place and time decisions.

Implementing Services Marketing:

Refining and Measuring Service Quality; The GAP Model; Customer Feedback and Service Recovery; Managing relationships and building loyalty.

Note: *Latest edition of text book must be used.*