



DEPARTMENT OF MANAGEMENT STUDIES
NATIONAL INSTITUTE OF TECHNOLOGY
 TIRUCHIRAPPALLI - 620 015, TAMIL NADU, INDIA

MB 848 – SERVICES MARKETING COURSE PLAN

COURSE OUTLINE			
Course Title	SERVICES MARKETNG		
Course Code	MB - 848	No. of Credits	2
Department	Management Studies	Faculty/Designation	Dr.N.Thamaraiselvan Associate Professor
Pre-requisites Course Code	MB 704- Marketing Management Concepts and Design, MB 716 – Marketing Management Planning and Control		
Course Teacher(s) E-mail	Phone: Office: +91 431 2503705 Hand : +91 9443777217		selvan@nitt.edu
Course Type		Core	
	√	Elective -	
		Open Elective	
		Laboratory	
Course Objectives	The course is to help students succeed in their potential roles as executives of service-producing organizations and to encourage students to adopt a constructive, critical posture as customers of service organizations..		
Text Book	1. Valarie A.Zeithmal and Mary Jo Bitner, Dwayne D.Gremler, Ajay Pandit “Services Marketing – Integrating Customer Focus Across the Firm”, McGraw-Hill, New Delhi, 2013, 6th Edition.		
Reference Books	1. Christopher Lovelock, “Services Marketing – People, Technology, Strategy”, Addison Wesley Longman (Singapore), Pearson Education Asia, 2001, 4th Edition. 2. Roland T.Rust Anthony J.Zahorik and Timothy L.Keiningham, “Services Marketing”, Addison Wesley Longman (Singapore) 3. Ravi Shankar, “Services Marketing- the Indian perspectives Text and Readings”, Excel Books New Delhi, 1st edition 2002. 4. Douglas Hoffman John E.G. Bateson, “Essentials of Services Marketing- concepts, strategies and cases”, Thomson Asia Pvt. Ltd Singapore. 1st Indian edition 5. Research Articles in services marketing from international and national reputed refereed marketing journals		

COURSE TEACHING AND LEARNING ACTIVITIES

Session Plan	Discussion Topics	Required Reading/ Cases/ Journal Articles	Class room exercises / Assignments
1.	Services marketing - Introduction	Arvind Eye Hospital Case Study	
2.	Services Marketing – Nature, need, Classification of services		
3.	Barriers and issues in Services Marketing		
4.	Gaps Model of Service Quality.		
5.	Expectations and Perceptions	Understanding Customer Expectations of Service – Journal article	
6.	Building Customer relationships		
7.	Service recovery		
8.	Positioning	Practical Assignment- Industry based	
9.	Service Development and designing services	Class room exercise/ Assignments	
10.	Physical evidence and services cape	Video/PPT presentations	
11.	Managing service delivery - employee		
12.	Managing Service delivery- customer Technology	Technology and Marketing – Recent Trends Assignment – Industry Based	
13.	Pricing of services	Recent Cases and insights from Industries	
14.	Managing demand and capacity, waiting lines and reservation.		
15.	Integrated services marketing communication, Integrated model of service quality	Advertising Critique Assignment	

COURSE ASSESSMENT METHODS

Sl. No.	Mode of Assessment	Week / Date	Remarks	% Weightage
1.	Quizzes - Two	1.Completion of first 7 topics 2. Rest of the topics	Individual online	20
2.	Class Room Exercises/Presentations	Each Chapter/Class	Group Work	10
3.	Case Study presentations		Group Work	10
4.	Assignments – Both Soft and Hard copy		Group Work	10
5.	Final Assessment – Examination method			50

Note:

1. Attending all the assessments (Assessment 1 to 4) is **MANDATORY** for every student.
2. All presentations, exercises, assignments should be submitted on time.
3. All are expected to come prepared for the class. The preparation reading will be announced in the previous session itself.
4. Please ensure to keep your cell phones in silent mode and keep it in out of your sight.
5. Since your performance are evaluated continuously your physical and mental presence is important in the class.

YOU MAY CONTACT ME FOR ANY QURIES DURING THE OFFICE HOURS WITH PRIOR PERMISSION.

FOR APPROVAL

--	--	--

Course Faculty

Chairman (Class Committee)

HoD