



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

MB 848 – SERVICES MARKETING COURSE PLAN - 2018

| COURSE OUTLINE | | | |
|---------------------------------------|--|----------------------------|--|
| Course Title | SERVICES MARKETNG | | |
| Course Code | MB - 848 | No. of Credits | 2 |
| Department | Management Studies | Faculty/Designation | Dr.N.Thamaraiselvan 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 | <ol style="list-style-type: none"> 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 | Class room presentations Tangible spectrum exercises Active Learning exercises |
| 2. | Services Marketing – Nature, need, Classification of services | | |
| 3. | Barriers and issues in Services Marketing | | |
| 4. | Gaps Model of Service Quality. | Zeithaml&Parasuraman gaps model | |
| 5. | Expectations and Perceptions | Understanding Customer Expectations of Service – Journal article | Presentation |
| 6. | Building Customer relationships | Lecture with class room exercises | Customer complainsts |
| 7. | Service recovery | Lecture with class room exercises | Students customer complaints |
| 8. | Positioning | Practical Assignment- Industry based | |
| 9. | Service Development and designing services | Class room exercise/ Assignments | Industry and NITT service blue printing |
| 10. | Physical evidence and services cape | Class room presentations/Video/PPT presentations | Video exercises – Industry and NITT |
| 11. | Managing service delivery - employee | Class room presentations | |
| 12. | Managing Service delivery- customer Technology | Technology and Marketing – Recent Trends Assignment – Industry Based | Assignment on SST's Industry based |
| 13. | Pricing of services | Guest Lecture and Class room presentations | Guest Lecture – Naveen Air Asia |
| 14. | Managing demand and capacity, waiting lines and reservation. | Guest Lecture and Class room presentations | Guest Lecture – Naveen Air Asia |
| 15. | Integrated services marketing communication, Integrated model of service quality | Class room presentations | 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 | 15 |
| 3. | Case Study presentations | | Group Work | |
| 4. | Assignments – Both Soft and Hard copy | Video exercises, Live projects | Group Work | 15 |
| 5. | Final Assessment – Examination method | | | 50 |

Note:

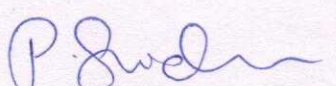
1. Attending all the assessments (Assessment 1 to 4) is **MANDATORY** for every student.
2. All presentations, exercises, assignments should be submitted on time.
3. All are expected to come prepared for the class. The preparation reading will be announced in the previous session itself.
4. Please ensure 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 QUIRIES DURING THE OFFICE HOURS WITH PRIOR PERMISSION.

FOR APPROVAL



Course Faculty



Chairman (Class Committee)



HoD