



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

**MB 848 – SERVICES MARKETING COURSE PLAN - 2018**

<b>COURSE PLAN – PART I</b>			
<b>Name of the Programme and Specialisation</b>		<b>M.B.A., MARKETING</b>	
<b>Course Title</b>		<b>SERVICES MARKETNG</b>	
<b>Course Code</b>		<b>MB - 848</b>	<b>No. of Credits</b> 2
<b>Pre-requisites Course Code</b>		<b>MB 704- Marketing Management Concepts and Design, MB 716 – Marketing Management Planning and Control</b>	
<b>Session</b>	<b>July</b>	<b>Section (If Applicable)</b>	<b>NIL</b>
<b>Name of the Faculty</b>		<b>Dr.N.Thamaraiselvan</b>	
<b>Course Teacher(s) E-mail</b>		<b>Phone: Office: +91 431 2503705</b> <b>Hand : +91 9443777217</b>	<b>selvan@nitt.edu</b>
<b>Course Type</b>		<input type="checkbox"/> Core <input checked="" type="checkbox"/> <b>Elective -</b> <input type="checkbox"/> Open Elective <input type="checkbox"/> Laboratory	
<b>UNIT I: SERVICES MARKETING</b>			
Services Marketing – Nature, Need, Classification of services, Barriers and issues in Services Marketing in the Indian context.			
<b>UNIT II: CUSTOMER FOCUS</b>			
Gaps model of Service Quality, Expectations and Perceptions, Measuring Service Quality- SERVQUAL , Building Customer relationships and service recovery.			
<b>UNIT III : CREATING VALUE IN COMPETITIVE MARKET</b>			
Positioning, Service Development and designing services, Service Blue Printing, Quality Function Deployment, adding value, Physical evidence and services cape			
<b>UNIT IV:DELIVERING AND PERFORMING SERVICE</b>			
Pricing strategies for services, Creating and Managing service delivery, Balancing demand and capacity, waiting lines and reservation.			
<b>UNIT V: MANAGING SERVICE PROMISES</b>			
Integrated services marketing communication, Services advertising strategies, integrated model of services quality			
<b>Course Objectives</b>		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..	

Course Outcomes	
Course Outcomes(CO)	Aligned Programmed Outcomes (PO)
1. To understand the differences between product marketing and services marketing and their strategies	1,9,10
2. Critically evaluate the applications of gaps model of service quality to enhance the customer satisfaction	1,2,3,4,6
3. Understand and appreciate the extended marketing mix in services marketing	3,4,6
4. Evaluate the service marketing problems to execute the appropriate strategies for the services.	7,3,9

## COURSE PLAN – PART II

### COURSE OVERVIEW

Make the students to develop and implement marketing strategies for the services organizations

### COURSE TEACHING AND LEARNING ACTIVITIES

Session Plan/ Week	Discussion Topics	Required Reading/ Cases/ Journal Articles	Class room exercises / Assignments/MODE of Delivery
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 complaints
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

<b>Text Book</b>	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.
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. Christopher Lovelock, "Services Marketing – People, Technology, Strategy", Addison Wesley Longman (Singapore), Pearson Education Asia, 2001, 4th Edition.</li> <li>2. Roland T.Rust Anthony J.Zahorik and Timothy L.Keiningham, "Services Marketing", Addison Wesley Longman (Singapore)</li> <li>3. Ravi Shankar, "Services Marketing- the Indian perspectives Text and Readings", Excel Books New Delhi, 1st edition 2002.</li> <li>4. Douglas Hoffman John E.G. Bateson, "Essentials of Services Marketing- concepts, strategies and cases", Thomson Asia Pvt. Ltd Singapore. 1st Indian edition</li> <li>5. Research Articles in services marketing from international and national reputed refereed marketing journals</li> </ol>

#### **COURSE ASSESSMENT METHODS**

<b>Sl. No.</b>	<b>Mode of Assessment</b>	<b>Week / Date</b>	<b>Remarks</b>	<b>% Weightage</b>
1.	Quizzes - Two	<b>1.Completion of first 7 topics 2. Rest of the topics</b>	Individual online	20
2.	Class Room Exercises/Presentations	<b>Each Chapter/Class</b>	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
	<b>TOTAL</b>			<b>100</b>

#### **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.**

#### **COURSE EXIT SURVEY**

- Feedbacks are collected before final examination through MIS or any other standard format followed by the institute
- Students, through their Class Representatives, may give their feedback at any time to the course faculty which will be duly addressed.
- The students may also give their feedback during Class Committee Meeting.

#### **ATTENDANCE:**

- Minimum 75% is mandatory to write the trimester examination. Students having attendance 65% to 74% are eligible for the end semester exam only after attending the extra classes and submitting assignments. Students have to redo the course, if they have less than 65% of attendance.
- Medical Certificate / On Duty Certificate should be submitted immediately after rejoining through proper channel.

#### **COMPENSATION ASSESSMENT:**

- The prior permission and required document must be submitted for absence. Faculty will decide the appropriate assessment method with prior information to student,class committee chairman and the concerned HOD.

**ACADEMIC HONESTY & PLAGIARISM:**

- Avoid usage of electronic devices at classes, test and exam.
- The students are expected to come out with their original solution for the problems given in the assignment. If found to copy from internet/other students, marks will be reduced.
- Need to maintain honesty & discipline in class room and exam hall

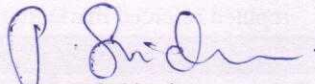
**ADDITIONAL INFORMATION**

- The industry guest lectures will be arranged to update the latest trends in Services Marketing. Attendance is compulsory for the industrial guest lectures.

**FOR APPROVAL**



**Dr. N.Thamaraiselvan**  
Course Faculty



**Dr. P.Sridevi**  
Chairman (Class Committee)



**Dr.B.Senthil Arasu**  
HoD