

ELECTIVE COURSE – V : MARKETING OF SERVICES

UNIT – I

Developing a Framework for understanding Services Marketing – Classification of Services on similar characteristics.

UNIT – II

Nature of Service – Relationship with customers – Customerisation and judgement in Service delivery – Nature of demand relative to supply method of service – Delivery – Significance of people based attribute and / or facility based attributed of the service product.

UNIT – III

Managing Customer Mix – Deciding on what segment of Customers to serve – Positioning the service – Developing of service positioning strategy – Positioning map.

UNIT – IV

Managing Demand – Demand supply interaction – Strategies relating to demand – Inventory Demand – Flexible capacities – Modifying marketing mix elements to manage demand.

UNIT – V

Service business as a system – service operations sub-systems – Service delivery subsystem – Service marketing subsystem – Planning, organization – and implementation of Marketing effort – inter functional Conflict between marketing and operations – Evaluation of marketing effort.