

C - VII Services Marketing

Unit 1. Services:

Definition, Characteristics classification – Evolution of services marketing – Relationship marketing – Service mission – Services Market segmentation.

Unit 2. Services Positioning and Differentiation:

Services marketing mix- Product, price , place, promotion, people, process, customer service, physical evidence – Marketing issues –Role of service sector in Indian economy vs that of other countries.

Unit 3. Marketing plans for services:

Process, strategy formulation, resource allocation and monitoring – Services communications – Customer focused services – Service quality Service Encounter- Tourism Marketing – Hotel Marketing – Travel and transportation marketing - Consultancy services - Courier services.

Unit 4. Financial Services Marketing:

Portfolio, factoring services, mutual funds marketing, bank marketing – Communications and information services marketing - Telecom, computer network services – Media services-Print and broadcast services.

Unit 5. Hospital Services:

Advertising and marketing research services- Retail services marketing - Education and training services –Social marketing – Religious services marketing – Engineering trends in services marketing.

References

- 1) Bhattacharjee,C, *Service Sector Management*, Jaico Publishing House, Mumbai, 2006.
- 2) Jha,S.M., *Services Marketing*, Himalaya Publishing House, Mumbai, 2005.
- 3) Newton M.P. Payne, A., *The Essence of Service Marketing*,Prentice Hall of India, New Delhi., 1996.
- 4) Ravi Shankar, *Service Marketing*, Manas Publications, 1993.
- 5) Zeithaml, V.A., and Bitner, M.J., *Services Marketing*, McGraw Hill, New York, 1996.