

ALLIED COURSE – VI – SERVICES MARKETING

UNIT – I

Concept of service in marketing – Growth of service markets – classification of services – consumer services and industrial services – significance of services in buyers market and sellers market.

UNIT – II

Marketing of Banking services – Consumer Services – efficiency Vs. Productivity – Problems of programming the marketing effort to suit consumer needs – professional approach and promotion strategies.

UNIT – III

Marketing of financial services – Investment and merchant banking services – challenges before financial institutions customer choice and culture – Need for diversification.

UNIT – IV

Marketing of Entertainment services – catering and Tourism Role of transport services – Need for better public relations – Importance of service positioning.

UNIT – V

Marketing of professional services – Insurance services entrepreneurial services and Health Care Services – Role of Agencies involved – need for demand oriented approach – awareness – A deciding factor of success.

Text Books Recommended:

1. C.B. Memoria – Principles and Practice of Marketing in India
2. S.A. Sherlekhar – Marketing Management.
3. Bidhi – Marketing of Services.
4. Vasanti Venugopal and Raghu V.N. – Services Marketing, Himalaya Publishing House
5. Christopher Lovelock – Services Marketing, Pearson Education.
6. E.G. Bateson – Managing Services Marketing – Text & Readings, Dryden Press, Hinsdale.
7. Payne- The Essence of Services Marketing Professional Services, Prentice Hall.