

SERVICES MARKETING

OBJECTIVE: To familiarize the concept of services marketing concept, fundamentals, tools, techniques and its significance in the liberalized business environment

UNIT - I

Services marketing – Reasons for growth in service sector – Types – Characteristics – Constraints in services marketing – Difference between goods & services.

UNIT - II

Marketing Management process for services – organizing marketing planning – Analysing opportunities – target market – Developing the services marketing Mix.

UNIT – III

Strategies for managing capacity to match demand - Strategies for managing demand to match capacity - Services Marketing Mix elements.

UNIT - IV

Service product – analysis of the service offer – service planning – factors affecting pricing decisions – special issues of service pricing.

UNIT – V

Promotion Mix for services – place in service – Identifying & Evaluating major channel alternating – physical factices – physical environment.

TEXT BOOK RECOMMEDED:

Christian Gronroos, Service Management and Marketing, John Wiley & Sons Ltd, 2000.

Jha-Services marketing, marketing of services

Vasanthi venugopal, Raghu. V.N - Service Management, Himalaya Publishers.

BOOKS FOR REFERENCES:

- 1) Kruse, Service Marketing, John Wiley & Sons Ltd, 2000.
- 2) Tom Powers, Marketing Hospitality, John Wiley & Sons Inc.2000.
- 3) Philip Kotler, Marketing of non-profit organization, Prentice Hall, 2000.
- 4) Helen Woodruffe, Services Marketing, Macmillan, 2001.
- 5) Valarie A. Zeithaml, et al, Service Marketing, Tata McGraw-Hill, 2000.
- 6) Christopher Love Lock, Service Marketing, Pearson Education Asia, 2001