

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – IV) (W.E.F. January 2014)

**Specialization: Marketing Management**

**Subject Name: Services and Relationship Marketing (SRM)**

**Subject Code: 2840102**

**1. Objective:** Services are becoming a dominant economic driver in the Indian economy. With increasing competition and discerning buyers, it has become inevitable for the marketers to go for relationship management to attract, retain and grow customers. The course is designed to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on a national basis. The course intends to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. It deals with the problems commonly encountered in marketing services -- such as intangibility (inability to inventory), difficulty in synchronizing demand and supply, difficulty in controlling quality and retaining customers. Strategies used by successful services marketers to overcome these difficulties are addressed to by the course contents.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

**3. Course Contents:**

Module No:	Module Content	No. of Sessions	Marks (70 External exam)
I	<b>Basics of Services Marketing:</b> What are Services? ; Why Study Services? ; Role of services in the economy; Services and Technology - technology in service encounter, emergence of self service, automation in services, Internet services; Distinctions between Services and Goods; Services Marketing Mix; <b>Customer Behaviour in Service Encounter:</b> Four Categories of Services – People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing;; Customer Decision Making – Pre-purchase Stage, Service-Encounter Stage and Post-Encounter Stage; ; Customer Expectations and Perceptions of Services – Zone of Tolerance	7	17

II	<p><b>Services Marketing Mix:</b>  Product – Core and Supplementary Elements, Branding Service Products ;  Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management,  Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries,  Franchising, Electronic Channels, Self-Service Technologies; Promotion – Role of Marketing</p>	7	17
III	<p><b>Expanded Marketing Mix:</b>  People – Employees’ Role in Service Delivery, Service Leadership and Culture,  Process – Service Blueprinting, Service Process Redesign  Physical Evidence - Servicescape, Service Environments,  <b>Managing Capacity and Demand:</b>  Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands</p>	7	18
IV	<p><b>Service Quality and Relationship Management:</b>  Services Quality: Gaps Model; Measuring and Improving Service Quality;  Relationship Management: Defining Customer Relationships; The Basics; External Relationships;  Supplier Relations; Internal Relationships</p> <p><b>Relationship Marketing:</b>  Customer Retention; Customer Loyalty; Strategies for reducing Customer Defections; and Customer Relationship Management (CRM)</p>	7	18
V	<p><b>Practical Module:</b></p> <ul style="list-style-type: none"> <li>• Service Blue Prints.</li> <li>• Gap analysis in Various services including Public</li> <li>• Transport and public services with respect to India. Any other application.</li> </ul>	8	(20 Marks of CEC Internal Evaluation)

**4. Teaching Methods:** The following pedagogical tools will be used to teach this course:

- (1) Lectures
- (2) Case Discussions and Role Playing
- (3) Audio-visual Material (Using CDs/ Clippings)
- (4) Assignments and Presentations

## 5. Evaluation:

<b>A</b>	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
<b>B</b>	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
<b>C</b>	End –Semester Examination	Weightage 70 marks (External Assessment)

## 6. Text Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
T1	Lovelock Christopher, Wirtz Jochen and Chatterjee Jayanta	Services Marketing: People, Technology, Strategy	Pearson Prentice Hall	Seventh Edition, 2011
T2	Zeithaml V. A., Bitner M.J., Gremler D.D., and Pandit A.	Services Marketing: Integrating Customer Focus Across the Firm	Tata McGraw Hill	Fifth Edition, 2011
T3	Nargundkar Rajendra	Services Marketing: Text and Cases	McGraw Hill	Third Edition, 2010

## 7. Reference Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition</b>
R1	R. Srinivasan	Services Marketing	PHI	Second Edition, 2009
R2	Fitzsimmons J.A. and Fitzsimmons M.J.	Service Management: Operations, Strategy, Information Technology	Tata McGraw-Hill	Fifth Edition, 2006
R3	Clow K. E. And Kurtz D.L.	Services Marketing: Operations, Management, and Strategy	Biztantra	Second Edition, 2003
R4	Gronroos Christian	Service Management and Marketing: Customer management in Service Competition	Wiley	Third Edition, 2007
R5	Jauhari Vinnie and Dutta Kirti	Services: Marketing, Operations, and Management	Oxford	First Edition, 2009

## 8. List of Journals / Periodicals/Magazines/Newspapers:

Journal of Services Marketing, Journal of Services Research, Journal of Marketing, ICFAI Journal of Service Management,

**NB:** The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

## 9. Session Plan:

Session no.	Topic
1	What are Services? ; Why Study Services, Role of services in the economy.
2	Services and Technology - technology in service encounter, emergence of self service, automation in services, Internet services
3	Distinctions between Services and Goods
4	Services Marketing Mix
5	Four Categories of Services – People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing
6-7	Customer Decision Making – Pre-purchase Stage, Service-Encounter Stage and Post-Encounter Stage, Customer Expectations and Perceptions of Services – Zone of Tolerance;
8	Product – Core and Supplementary Elements, Branding Service Products
9-10	Price – Role of Non-monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management
11-12	Place – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies
13-14	Promotion – Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication
15-16	People – Employees’ Role in Service Delivery, Service Leadership and Culture,
17-18	Process – Service Blueprinting, Service Process Redesign
19-20	Physical Evidence - Servicescape, Service Environments
21	Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands
23	Services Quality: Gaps Model; Measuring and Improving Service Quality
24	Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships
25	Customer Retention
26	Customer Loyalty
27	Strategies for reducing Customer Defections
28	Customer Relationship Management (CRM)

29-36	<b>Practical Module:</b> <ul style="list-style-type: none"><li>● Service Blue Prints</li><li>● Gap analysis in Various services including Public Transport and public services with respect to India</li><li>● Any other application</li></ul>
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