



**Course Title** : Marketing of Services  
**Course Code** : MKTG722  
**Credit Units** : Three  
**Level** : PG

L	T	P/S	SW	No. of PSDA	TOTAL CREDIT UNITS
2	0	0	2	2	3

### Course Objectives

This course is designed to strengthen and develop the students' ability to analyse and understand, evaluate and manage services in the international market

### Prerequisites

The student opting for this course should have the knowledge of Marketing Management. Some work experience, whether in a family owned business or with a medium-to-large organization is desirable but not necessary.

<b>Module I: International Services Marketing - An Overview</b>	<b>15 % weightage</b>
Importance of Services Sector globally Cultural fit and the service seller-buyer dyad Internationalization of Services Sector The limits of ICT and internet in international services marketing Impact of Technology on service marketing Drivers of Technology enabled service marketing Effect of Service Marketing on Customer Loyalty	
<b>Module II: Service Quality Management at Cross Cultural Level</b>	<b>20% Weightage</b>
Global differences: Consumer Search, Consumer Choice, Experience and post experience evaluation Managing Customer Perceptions and Expectations cross-culturally Models of Service Quality International Customer Service Systems Strategic Issues in Managing Service Quality Gap Model, Service Encounters Competitor Intelligence, Service Recovery	
<b>Module III: Market Strategies for Service Organizations</b>	<b>10% Weightage</b>

Creating Value in market-oriented service organization Strategic Pathway Competitive advantage and competitive position Generic Strategies to go to market Service Profit Chain	
<b>Module IV: Services Development and Design</b>	<b>20% Weightage</b>
Global challenges of service innovation and design New service development process Types of Service Innovations Stages in service innovation and development- cross-cultural considerations Service Blueprinting Service standardization Vs adaptation Pricing services across borders	
<b>Module V: Managing the Servicescape</b>	<b>15 % Weightage</b>
Physical evidence Strategic role of servicescape Servicescape effects on cross cultural consumer behaviour International service scape strategy	
<b>Module VI: Delivering and Performing Service</b>	<b>20 % Weightage</b>
Strategies for delivering Service quality through people globally E-services-Emergence & growing importance of e-services Electronic Channels of Delivering Services Challenges in distributing services through electronic channels Future of delivering services: Impact of Artificial Intelligence, Big Data etc.	

### Course Learning Outcomes:

- Understand the complex body of knowledge pertaining to International Services Marketing.
- Possess a systematic, extensive and comparative knowledge of the cross-cultural factors affecting international services marketing.
- Identify the underlying dimensions affecting cross- cultural consumer behaviour in experiencing and evaluating services.
- Critically evaluate the key characteristics of developing, managing and delivering services cross-culturally.

### Pedagogy for Course Delivery:

This course will be taught using the Four Quadrant Approach ie. The course will have e-Tutorial, e-Content, Assessment and Discussions. Also a mix of theory and the case method will be used. In addition to assigning the case studies, the course instructor will spend considerable time helping you understand the concepts. The course will encompass Discussion forum for clarifying doubts/ questions.

**Assessment/ Examination Scheme:****Theory Assessment (L&T)****List of PSDA:**

1. Recollect some dissatisfying service experience. Write them. Explore what proportions of dissatisfying experiences are caused by poor service encounter involving service personnel and customer. What strategy would you adopt and what would you avoid so that such problems do not arise.
2. To write a Case Study / Research Paper on Service Industry

<b>Continuous Assessment/Internal Assessment</b>					<b>End Term Examination</b>
<b>Components (Drop down)</b>	Mid-Term Exam	Project	Assignments	Attendance	
<b>Linkage of PSDA with Internal Assessment Component</b>		Linked with PSDA 1 & 2			
<b>Weightage (%)</b>	10%	20%	5%	5%	60%

<b>Theory L/T (%)</b>	<b>Lab/Practical/Studio (%)</b>	<b>End Term Examination</b>
40%	NA	60%

**Text Reading:**

- Valarie A. Zeithaml, Mary Jo Bitner, And Dwayne D. Gremler, Services Marketing, 2008

**References:**

- Christopher Lovelock, 2010, Services Marketing, Prentice Hall, 6th Edition
- Christopher Lovelock and Jochen Wirtz, Services Marketing, 7th Edition, 2010

**Additional Reading:**

- Raymond P. Fisk, Stephen J. Grove, and Joby John, Interactive Services Marketing Third Edition, **2007**
- Laurie Young, Marketing The Professional Services Firm: Applying the principles and the Science of Marketing to the Professions, 2005
- Kasper Hans, 2006, Services Marketing Management: A Strategic Perspective, John Wiley & Sons, 2<sup>nd</sup> Edition

**Any Other Study Material:**

- Journal of Service Research
- Journal of Service Marketing