

**Name of the Subject:** SERVICES AND RELATIONSHIP MARKETING  
**Course Code and Subject Code:** MS 411, SRM  
**Course Credit:** FULL (50 SESSIONS OF 60 MINUTES EACH)

**Course Description**

The objective of this course is to acquaint the students with concepts and techniques for marketing of service business, so that they will be able to handle the unconventional challenges of services marketing.

**Evaluation pattern:**

Class participation and Attendance	10%
Quizzes and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

**Pedagogy:**

- Lectures
- Case study
- Projects

Session	Course Content	Approx. Percentile weightage
1-5	<b>Basics of Services Marketing:</b> Definition of Services and rationale for study; Role of services in the economy; Distinctions between Services and Goods; Services Marketing Mix, Services and Technology - technology in service encounter, emergence of self service, automation in services	20%
6-7	<b>Case Study</b>	
8-12	<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;	20%
13-14	<b>Case Study</b>	
15-25	<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 Communication, Marketing Communication Mix, Integrated Services Marketing Communication	20%
26-27	<b>Case Study</b>	
28-34	<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	20%
35-36	<b>Case Study</b>	
37-43	<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 <b>Relationship Marketing</b> Customer Retention; Customer Loyalty; Strategies for reducing Customer Defections; and Customer Relationship Management	20%
44-45	<b>Case Study</b>	
46-50	<b>Revision &amp; Remedial Sessions</b>	

**Text Book:**

1. Services Marketing – Text and Cases, Rajendra Nargundkar, 3<sup>rd</sup> Edition, Mc Graw-Hill

**Reference Books:**

1. Services Marketing, Zeithaml, Bitner, Gremler & Pandit, 5<sup>th</sup> Edition, Mc Graw-Hill
2. Services- Marketing, Operations, and Management, Jauhari & Dutta, Oxford
3. Services Marketing, R. Srinivasan, PHI Learning