



INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management (PGDM)

MARKETING OF SERVICES (MK613)

Credit: Full (Three credits)

Session Duration: 60 Minutes

Term – VI

ACADEMIC YEAR: 2019-2020

PGDM-2018-2020

Course Instructor	Dr. Pravesh Kumar Padamwar
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Consulting hours	9:30 am to 12:30 pm (subject to availability)

Course Introduction:

One of the outcomes of the growing importance of services in the global economy has been the realization among marketers that managing a service requires a fundamentally different way of operating the business when compared to producing and selling goods. This uniqueness comes from the very intangible nature of services, which impacts their conception, design, communication, delivery, purchase and consumption. Other characteristics of services like heterogeneity, perishability and simultaneity also increase the complexities of management and require greater integration of the traditionally distinct organizational functions of marketing, human resources and operations.

The course has been designed to familiarize students with the characteristics of services, their implications on design and delivery, and highlight the role of coordinated organizational effort through marketing, human resources and operations in gaining sustainable competitive advantage.

Learning Outcomes:

#	Learning Outcomes
LO1	Appreciate nature of services and its impact on marketing
LO2	Understand Consumer behavior in services
LO3	Marketing mix (7Ps) for services
LO4	Understanding service quality, its measurement and management
LO5	Service design through marketing research and blueprinting for efficient delivery
LO6	Internal marketing in services organizations
LO7	Leveraging technology to enhance services

Pedagogy:

The course will help students develop an appreciation of select businesses in the service sector like financial services, hospitality, e-commerce, etc. through lectures, discussions, case analysis and videos.

Course Reading:

Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler and Ajay Pandit (2019), Services Marketing –Integrating Customer Focus Across the Firm (7th Edition), McGraw Hill, New Delhi.

John E. G. Bateson, K. Douglas Hoffman (2017), Services Marketing – Concepts, Strategies and Cases (5th Edition), Cengage, Delhi.

Evaluation criteria:

Evaluation Component	Learning Outcomes	Weightage
Class participation	LO1- LO7	20 %
Quizzes	LO1- LO7	20 %
Term project	At least two of LO1- LO7	20 %
End-term exam	LO2- LO7	40 %

Quizzes

There will be three or more quizzes. It could be announced or surprise quizzes. The question types of quizzes will be MCQ, fill in the blank, and/or true/false.

Term project

New service design: Come out with a new business idea in an existing (old/new) service industry or a completely new need. Apply at least two concepts of the course.

You need to do it in groups. Each group would develop and write term project report. The report shall be of maximum **3000 words**, neatly typed. Relevant appendices may be attached (you may include pictures).

At the end of the course each group needs to present their project work. Presentations would be evaluated on the basis of content, structure, verbal communication and creativity in presenting the subject matter.

Session plan:

#	Topic	Learning outcomes	Readings
1-6	Introduction to marketing of services Consumer Behavior in Services	LO1, LO2	Textbook – Valarie A Zeithaml Ch.1, 2, 3, and 4. <i>Article-</i> , Richard B. Chase and Sriram Dasu, (2001) "Want to Perfect Your Company's Service? Use Behavioral Science", Harvard Business Review.
7-12	Understanding Service Quality & Service recovery	LO3, LO4	Textbook – Valarie A Zeithaml Ch.5, 6, and 7. <i>Case analysis #1-</i> Amable--Marketing Innovation in Education
13-18	Service Design & Standards	LO5	Textbook – Valarie A Zeithaml Ch.8, 9, and 10. <i>Case analysis #2-</i> State Bank of India: "SMS Unhappy" <i>Article-</i> , Shostack, G. L. (1984), "Designing Services that Deliver", Harvard Business Review

19-24	Physical Evidence & the Servicescape Internal Marketing	LO6	<p>Textbook – Valarie A Zeithaml Ch.11, 12, and 13.</p> <p>Case analysis #3- Store24 (A): Managing Employee Retention</p> <p>Case analysis #4- Uber: Changing The Way The World Moves</p> <p><i>Article-</i>, Anthony J. Rucci, Steven P. Kirn, Richard T. Quinn, (2000) “Strategies for Two-Sided Markets”, Harvard Business Review</p> <p><i>Article-</i>, Mahesh, V. S. (1988), "Effective Human Resources Management : Key to Excellence in Service Organisations", Vikalpa</p>
25-30	Managing service promises	LO2-LO6	<p>Textbook – Valarie A Zeithaml Ch.14 and 15.</p> <p>Case analysis #5- Oberoi Hotels: Train Whistle in the Tiger Reserve</p> <p><i>Article-</i>, Rucii, A. J., Kirn, S. P. and Quinn, R. T. (1998), "The Employee - Customer - Profit Chain at Sears", Harvard Business Review</p> <p><i>Article-</i>, Quinn, J. B., Doorley, T. L. and Paquette, P. C. (1990), "Beyond Products: Services-Based Strategy", Harvard Business Review</p>
31-32	Project presentation: New service design		

Academic integrity:

Plagiarism- We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one’s own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.