



**PROGRAMME NAME: POST GRADUATE DIPLOMA IN MANAGEMENT  
MARKETING OF SERVICES (MK-613)  
CREDIT: (3 credits)  
SESSION DURATION: 60 Minutes**

**TERM: V  
YEAR: 2021-2022  
BATCH: PGDM 2020-22**

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**Course Introduction:** Indian economy is classified in three sectors — Agriculture and allied, Industry and Services. Services sector is the largest sector of India. Gross Value Added (GVA) at current prices for Services sector is estimated at Rs. 61.18 lakh crore in 2014-15. According to CIA world fact book, the Indian Services sector, ranks 11th worldwide and has a contribution of USD 1185.79 billion to the GDP. Services form a large and integral part of India's GDP.

This course will empower the student for facing the inherent challenges in marketing of services. The course equips the student with tools and techniques essential for managing service delivery standards for customer satisfaction and growth. It focuses on the unique challenges of attraction, retention, and building of strong customer relationships through quality service. The basic concepts covered in the course include: the difference between marketing services versus products; the role of the service encounter ; the key drivers of service quality; the customer's role in service creation; service design and innovation; going beyond service to create customer experiences; technology's impact on services; managing customer service expectations ; and customer service metrics. It focuses on how the marketing of services is different than the fundamental 4Ps approach to marketing.

**Learning Outcomes:**

- To conceptualize principles, practices unique to services marketing (L01)
- To gain insights into buyer behavior and the decision-making process for services (L02)
- To generate effective marketing strategies for a service-oriented business (L03)
- To be able to communicate services marketing ideas & strategy (L04)
- To be able to understand the ethical, environmental, socio-cultural dimensions (L05)
- To be able to extrapolate the learnings in a global context (L06)

**Course Pedagogy:** The teaching methodology will be a combination of classroom lectures which should encourage active student participation, case discussions (by the entire class), and debates discussed by the entire class. The topic for the debates and related readings are mentioned in the session plan. Learning will further be reinforced by quizzes, assignment questions on cases, and a final examination.

**Course Readings:** The following books are being referred for the course. However, as this is an elective course, it is expected that the students will make use of other materials which will be prescribed from time to time. Students are advised to read newspapers and business magazines of their choice on a regular basis to augment the classroom learning.

**Reference Books:**

1. Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2010). Services Marketing: Integrating Customer Focus across the Firm. New Delhi: Tata McGraw-Hill.
2. Lovelock, C., Wirtz, J., & Chatterjee, J. (2006). Services Marketing: People, Technology, Strategy: A South Asian Perspective. New Delhi: Pearson Education.
3. Bateson, J. E. G., & Hoffman, K. D. (2011). Services Marketing. New Delhi: Cengage Learning.

The above books would constitute essential reading for the course. However, the classroom lecture would be augmented by examples and discussions. The key readings are provided in the student handbook. The instructor would be deciding on discussion schedules

**Course Evaluation criteria:** The evaluation process would constitute of the following:

Component	Weightage	Key Objectives Tested
Class Participation	10%	L01 L02 L03 L06
Class Quiz	20%	L01 L02 L03 L04 L06
Research Presentation	30%	L01 L02 L03 L04 L06
End Trimester	40%	L01 L02 L03 L04 L06

**Class Participation:** will be an ongoing process with the faculty evaluating the students. Being a part of the fixture is likely to earn you zero points so please participate in the class discussions.

**Class Quiz:** will be conducted online using either the institutional OLT or some other specialized software. There may be more than one quiz conducted and marks would be allocated on an aggregate weighted basis

**Research Presentation:** Ideally students would have been visiting some organisations in the city to understand their services marketing component. However, **given the pandemic situation**, students are advised to choose any one organisation (company) from the following sector and make a presentation about service aspects / components of the company:

- Auto Service Stations
- BSFI Services
- Educational and Training Institute
- Entertainment Services
- Health Care and Hospital Services
- Hotel & Hospitality Services
- Infrastructure and Public Utility Services
- Maintenance and Repair Services
- Personal Services
- Professional Services
- Real Estate
- Retailers, Wholesalers, Malls etc.
- Telecomm / Call Center Services
- Transport / Freight Carrying Services

Students are advised to make groups of 5 students each and select an organisation from the above sectors. *Students should register their groups with the course facilitator within a week of the start of the course.* The grading for the presentation would be in three parts – **40% based on the quality of presentation and 30% based on the ability to handle questions from the instructor(s) and students the remaining 20% on the ability of referencing and citation.** All students in the group must present and the presentation should be made using MS PowerPoint.

**End Term Examinations:** Will be communicated by the program office

**Session Plan:** The following session plan would be adhered to by the faculty. The session plan is mapped to the **key learning objectives**. There may be minor deviations from the session plan due to other commitments of the faculty but by and large the plan would be adhered to.

Session	Topic to be covered	Learning Objective	Additional Resources
1-2	<b>Introduction to Services</b> What is services? Why Services Marketing? Services and Technology, Characteristics of Services as compared to Goods, Services Marketing Mix	L01 L02	
3	<b>Reading Discussion</b> <i>"A conceptual model of service quality and its implication for service quality"</i>	L01 L02 L03 L04	MOS-R1
4-5	<b>The GAP Model of Service Quality</b> SERVQUAL The Customer Gap, The Provider Gap, Putting it all together	L01 L02	
6-7	<b>Consumer Behaviour in Service</b> Search, Experience and Credence, Consumer choice, Consumer Experience, Post Experience Evaluation, Differences amongst consumers	L01 L02 L05	
8-9	<b>Customer Expectation of Service</b> Types of Services Expectations, Managing Expectations, Factors that influence Customer Expectations, Issues involved in Customer Services Expectations	L01 L02 L05	
10-11	<b>Customer Perception of Services</b> Customer Perceptions, Customer Satisfaction, Service Encounter, Moment of Truth, Encounter Cascade, Using Research to understand customer expectations	L01 L02 L05	
12-13	<b>Building Customer Relationship</b> Relationship Marketing, Relationship Value of Customers, Customer Profitability Segments, Relationship Development Strategies, Relationship Challenges	L01 L02 L05	
14	<b>Reading Discussion</b> <i>"Service Sabotage: The Dark Side of Service Dynamics"</i>	L01 L02 L03 L04 L06	MOS-R2
15	<b>Service Recovery</b> Impact of Service Failure and Recovery, the recovery Paradox, Customers Response to Service Failure, Types of Complaints, Customer Recovery Expectations, Service Switching Behaviour, Service Guarantee	L01 L02 L03	
16	<b>Reading Discussion</b> <i>"Service Blueprinting: A Practical technique for service innovation"</i>	L01 L02 L03 L04	MOS-R3
17-18	<b>Service Development and Design</b> Challenges of Service Design, New Service Development, Types of New Services, Stages in New Service Development, Service Blueprinting, Quality functions deployment,	L01 L02 L03 L06	

19	<b>Customer defined Services Standards</b> Factors necessary for appropriate service standards, Types of customer defined services standards, Development of customer defined services standards	L01 L02 L03 L05	
20	<b>Case Discussion</b> <i>Tristar Hotel Group: Customer Satisfaction and Technology Adoption</i>	L01 L02 L03 L04 L06	Case Discussion
21	<b>Reading Discussion</b> <i>"Servicescapes: The impact of Physical Surroundings on Customers and Employees"</i>	L01 L02 L03 L04	MOS-R4
22-23	<b>Physical Evidence and Servicescape</b> Physical Evidence, Servicescapes, Types of Servicescapes, Strategic Roles of Servicescape, Framework for understanding Servicescape, Effect on Behaviour, Guidelines for Physical Evidence Strategy	L01 L02 L03 L06	
24	<b>Employees Role in Service Delivery</b> Service culture, Critical importance of service employee, boundary spanning role, strategies for delivering service quality through people, Customer Oriented Delivery	L01 L02	
25	<b>Customers Role in Service Delivery</b> Importance of Customer in Service Delivery, Customer's Role, Self Service Technologies, enhancing customer participation	L01 L02 L03	
26	<b>Delivering Services through Intermediaries</b> Service Distribution, COCO, Franchising, Agents and Brokers, Electronic Channels, Common Issues regarding intermediaries	L01 L02 L03 L06	
27	<b>Demand Management</b> Lack of Inventory, Capacity Constraints, Demand Patterns, Strategies for matching capacity and demand, Waiting Line strategies	L01 L02 L03	
28	<b>IMC in Service</b> The need for IMC, Key reasons for service communication challenges, Strategies to match Service Promise with Delivery	L01 L02 L03 L05	MOS-R5
29	<b>Financial and Economic Impact of Service</b> Service and Profitability, Offensive and Defensive Marketing Strategies of Service, Customer Perception of Service Purchase Intention, Customer Retention and Profits, The Balanced Performance Scorecard	L01 L02 L03 L06	
30	<b>Case Discussion</b> <i>Voot: Digital Commerce in the World of Connected Screens</i>	L01 L02 L03 L04 L06	Case Discussion

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