
Title: Service Marketing
Credit Hours: 3

Code: MKT 375
Year /Semester: IV/VII

48 Hours

Course Objectives:

This course aims to enlarge the understanding of special characteristics and customer value of services relevant for marketing. It enables learners to identify, design, promote, and price the service value by building the customer relationship.

Unit 1 Introduction to Service Marketing

10 Hours

Concept of Service, Meaning and Importance of Service Marketing, Characteristics of Service, Reasons For Growth in Service Sectors, 8ps of Service Marketing

Unit 2 Consumer Behavior in Services

12 Hours

Concept and Factors influencing Consumer Behavior, Consumer Purchase Decision Process, Service Quality Gap, Meaning and Types of Service Expectations, Factors Influencing Customer Expectations Issues Involved in Customer Service Expectation, Meaning of Service Perception, Concept and Outcomes Satisfaction .

Unit 3 Market Segmentation and Service Positioning

10 Hours

Undifferentiated Marketing, Differentiated Marketing (Market Segmentation), Criteria for Market Segmentation, Stages of Market Segmentation, Service Positioning, Positioning Strategies

Unit 4 Promotion and Pricing of Service

10 Hours

Concept of Service Marketing Communication, Reasons for Service Commission Problems, Strategies to Match Service, Pricing of Services, Approaches to Pricing Services, Pricing Strategies and Customer Definitions of Value

Unit 5 Building Customer Relationships

6 Hours

Concept and Goals of Relationship Marketing Traditional Marketing Vs relationship Marketing, Approaches to Relationship Marketing, Customer Relation

Reference Books:

1. Lovelock. C., Writz.,J. and Chaltjee, *Service Marketing- People Technology Study*,(latest ed.), Pearson Education
2. Rao Rana K., *Service Marketing*, (latest ed.), Pearson Education .
3. Kotler.P.,(20--), *Marketing Management*, (13th ed.),Pearson south Asian Perspective