

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

Course Title		Service Marketing
Course Code Number		MGT 554
Credit Hours		03
Year: II		Semester: IV Specialization: Marketing
Course Objective		
Main Objective		The main objective of this course is to develop detail understanding of the service marketing about the different issues associated in the field of planning, implementation and controlling. It enables the learners to be more strategic with more acquaintance on subject matters by emphasizing different dimensions of service marketing.
Enabling Objectives		After the completion of this course, the students will be able to: <ul style="list-style-type: none"> - To familiarize with the special characteristics of services relevant for marketing - To analysis the customer satisfaction and complaint management in services. - To acquaint with CRM application in service marketing
Learning Unit (LU)	Learning Hour (LH)	Contents
LU 1	4	Foundation of Service Marketing Basic of Service marketing , Concept, nature and importance of service Marketing , Marketing of goods and services , Division of services, Environmental analysis of service marketing, Service marketing triangle , Assessment of Service marketing mix , Unit Case Study
LU 2	5	Understanding customers Understanding customer by developing Customer Relationship Management(CRM), An overview , of customer relationship management , Making customer relationship more practical , Traditional Marketing vs. relationship Marketing , Targeting and positioning various services , Customer retention policy, Life time Value of customer Developing approaches to CRM , Unit Case Study
LU 3	4	Designing and Managing Services Designing and managing Services, Identification of nature of services, Service industry is in everywhere, Categories of service mix, Designing services effectively, Marketing strategies, for service firms, A shifting customer relationship, Recommendation for improving service quality, Unit Case Study
LU 4	5	Managing the Service Delivery Process

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		A fundamental of service management delivery process, Designing and managing service process, Balancing demand and capacity, planning between service environment, Managing people for service advantages, Unit Case Study
LU 5	5	Managing Service Brands and Product Support Services Management of service brands product support services, Differentiating services, Developing brand strategies for services, Identifying and satisfying customer needs, Post sales service strategy, Unit Case study
LU 6	6	Managing Quality and Productivity in Service Marketing Management of quality and productivity in service sectors, Overview of quality, Determinants of quality of goods and services, Service productivity, Improving Service productivity, Unit Case Study
LU 7	6	Implementing Service Marketing Implementing Service marketing, Managing relationship in services, Relationship tools and strategy, Building customer loyalty, Customer complaining behavior, Service Recovery, Concept, customer response to effective customer recovery, Empowerment and service recovery, learning from Customer feedback, Unit Case Study
LU 8	7	Service Models Understanding Service models, Service quality Gap model, Gronros model of service quality, internal marketing, external marketing and interactive marketing, Challenges in marketing of services, Unit Case Study
LU 9	6	Service Marketing in Nepal A glance of service marketing in Nepal , Marketing of Banking services (Any case study of govt. Bank vs. Private Banks), Marketing of transport service (Any case study especially Sanjha and Trolley Bus), Marketing of insurance service (Comparative analysis of Nepal Beema Sansthan and other insurance companies), Marketing of Hospitality Services, Marketing of educational Services, Marketing of tourism services
References		1. Lovelock, C, Writz, J and Chaltjee , Service Marketing- People Technology Study, Pearson Education 2. Marketing Management. Philip Kotler 13 th edition, a south Asian Perspective

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination