

FAR WESTERN UNIVERSITY
Faculty of Management

Course Title: **Service Marketing**

Total Marks: 100

Course Code: **MGT 374**

Pass Marks: 45

Nature of course: Theory

Time per period: 1 hr.

Semester: Seventh

Total periods: 45

Level: BBA

Credit hours: 3

Course description

This course is designed to improve the knowledge level of the students in the field of service marketing. In this course, student will learn nature of service products, consumer behavior in service settings, service quality and satisfaction, managing customer service and service recovery. In this course theoretical foundations and practical application of marketing of services are examined which will help the students to establish and sustain service excellence and provide customer value. Service marketing is designed for the students who have some basic knowledge of marketing.

Learning objectives

General objectives of the course are as follows:

- To develop students' conceptual and theoretical understanding of service marketing
- To understand the unique challenges involved in marketing and managing services
- To identify differences between marketing in service versus manufacturing organizations
- To identify and analyze the various components of the "services marketing mix".
- To understand the role of employees and customers in service delivery, customer satisfaction, and service recovery.

Specific objectives and contents

<ol style="list-style-type: none"> 1. Explain the meaning of marketing; and definition and nature and importance of services. 2. Explain differences between services and goods; and types of services. 3. 4. Understanding the meaning, importance and challenges of service marketing. 5. Understanding the Evolution , growth and role of service sector. 6. Understanding the concept of service 	<p>Unit:1 Understanding service products, customers and markets (8)</p> <ul style="list-style-type: none"> -Definition and nature of services - Differences between services and goods -Classification of different types of services -Services as value contributors -Service marketing: Meaning, Importance and challenges
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<p>marketing as value creator.</p> <p>7. Identify the Services opportunities and challenges.</p>	<p>- Contribution of service sector in Nepalese economy</p>
<ol style="list-style-type: none"> 1. Understanding marketing mix for services (Product, price , place and Promotion). 2. Understanding special mix elements of service (People, Process and Physical evidence). 3. Understanding planning and creating new services. 4. Understanding meaning and role of front line workers in service organization. 5. Understanding concept of service encounter and relationship between service encounter and customers service experience. 6. Understanding self service technology and customer satisfaction 7. Understanding concept an role of physical evidence in service marketing 8. Understanding designing and managing service process. 	<p>Unit-2: Marketing mix elements for services (15)</p> <ul style="list-style-type: none"> • Mix elements common for both goods and services • Special elements for services • Development of new services • Role of front line staff in service delivery • Meaning and nature of physical evidence of a service • Contribution of physical evidence to service understanding • Managing services process • Self service technology • Service encounters
<ol style="list-style-type: none"> 1. Understanding the concept of consumer behavior in the context of service product. 2. Explain the three stage model of service consumption (pre-purchase stage, Service encounter stage and Post encounter stage) 	<p>Unit-3: Consumer behavior in the services context (5)</p> <ul style="list-style-type: none"> - Consumer purchase behavior: concept and importance - Three stage model of service consumption
<ol style="list-style-type: none"> 1. Understanding meaning of service environment and consumer`s response to service environments. 2. Understanding segmentation targeting and positioning in case of services. 3. Understanding Service attributes, service levels and Service Blueprinting 4. Understanding the elements of positioning strategy (Internal analysis, market analysis and competitor analysis) 	<p>Unit:4 (5)</p> <p>Positioning services in competitive markets</p> <ul style="list-style-type: none"> - Segmentation and targeting - Positioning in the case of services - Developing an effective positioning strategy
<ol style="list-style-type: none"> 1. Understanding the concept, importance and dimensions of service quality. 2. Learn about the factors which contribute 	<p>Unit:5</p> <p>Service quality and measurement (12)</p> <ul style="list-style-type: none"> - Meaning of service quality

<p>the quality perception of services.</p> <ol style="list-style-type: none"> 3. Understanding techniques of measurement of service (Company defined standard, Customer defined standard, benchmarking and SERVQUAL model). 4. Understanding the relationship between service quality, Customer satisfaction and loyalty 5. Understanding the concept and importance of service recovery. 6. Explaining the Principles of effective service recovery 	<ul style="list-style-type: none"> -Service quality dimensions -Measuring service quality -Service quality, Customer satisfaction and loyalty -Development of quality culture -Service Recovery
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Text Books:

Christopher Lovelock, Jochen Wrtz and Jayanta Chatterjee, Service Marketing, Pearson ,2011.
 Govind Apte, Service marketing, Oxford higher Education, 2011.

Reference books

Evans, J. R., & Lindsay, W. M. (1996). The management and control of quality. St. Paul: West Publishing Company.
 Heskett, J. L., Sasser, W. E. J., & Schlesinger, L. A. (1997). The service profit chain. New York: Free Press.