

## JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR

(Established by Govt. of A.P., ACT No.30 of 2008)

ANANTHAPURAMU – 515 002 (A.P) INDIA

## MASTER OF BUSINESS ADMINISTRATION

MBA; MBA (General Management); MBA (Business Management)

## COMMON COURSE STRUCTURE

Course Code	Specialization Elective – V	L	T	P	C
21E00401b	Services Marketing	4	0	0	4
<b>Semester</b>		<b>IV</b>			
<b>Course Objectives:</b>					
<ul style="list-style-type: none"> <li>To give an understanding on Service Marketing, features, classification of services.</li> <li>To make clear about customer expectations of service, types , factors influencing and issues in customer expectations of service.</li> <li>Explain pricing and promotion strategies for services.</li> <li>To describe and discuss service promotion strategies, implications and marketing communication mix in modern economy.</li> <li>To impart knowledge on marketing plans for services.</li> </ul>					
<b>Course Outcomes (CO):</b> Student will be able to					
<ul style="list-style-type: none"> <li>Understand service Marketing, features, classification of services.</li> <li>Learn the concept of customer expectations of service, types , factors influencing and identifies issues in customer expectations of service.</li> <li>Know and setup monetary pricing objectives, pricing strategies into practice</li> <li>Acquire knowledge on service promotion, strategies, implications and marketing communication mix in modern economy.</li> <li>Formulate marketing plans, and understands planning process, allocation of resources and monitoring marketing planning.</li> </ul>					
<b>UNIT – I</b>		Lecture Hrs: 8			
<b>Understanding services marketing:</b> Introduction Characteristics of services marketing mix, services in the modern economy, Classification of services, marketing services Vs. Physical services					
<b>UNIT – II</b>		Lecture Hrs: 12			
<b>Customer Expectations of service:</b> Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers service expectations, Customer defined service standards					
<b>UNIT - III</b>		Lecture Hrs:12			
<b>Pricing &amp; Promotion strategies for services:</b> Service pricing, establishing monetary pricing objectives, foundations of pricing, pricing and demand, putting service pricing strategies into practice.					
<b>UNIT – IV</b>		Lecture Hrs:12			
<b>Service promotion:</b> The role of marketing communication. Implication for communication strategies,, marketing communication mix.					
<b>UNIT – V</b>		Lecture Hrs:12			
<b>Marketing plans for services:</b> The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitory marketing planning and services.					
<b>Textbooks:</b>					
<ol style="list-style-type: none"> <li>Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.</li> <li>Services Marketing—Integrating Customer Focus Across the Firm, Valarie A.Zeithaml &amp; Mary Jo-Bitner: TMH.</li> </ol>					
<b>Reference Books:</b>					
<ul style="list-style-type: none"> <li>Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, Pearson.</li> <li>Services Marketting – Concepts planning and implementation, Bhattacharjee, excel,2009</li> <li>Services Markeing,Srinivasan, PHI.</li> <li>Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford.</li> <li>Marketing of Services, Hoffman, Bateson,Cengage.</li> <li>Service sector Management,C.Bhattacharjee, Jaico.</li> </ul>					
<b>Online Learning Resources:</b>					
<a href="https://www.swayam.gov.in/explorer?category= ServicesMarketing">https://www.swayam.gov.in/explorer?category= ServicesMarketing</a> <a href="https://onlinecourses.nptel.ac.in/noc20_mg12/preview">https://onlinecourses.nptel.ac.in/noc20_mg12/preview</a> <a href="https://www.studocu.com/.../services-marketing">https://www.studocu.com/.../services-marketing</a>					