

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)

Specialization: Marketing Management

Subject Name: Services and Relationship Marketing (SRM)

Subject Code: 3549212

1. Learning Outcome:

- Familiarize the students with the conceptual as well as practical differences between marketing physical products and intangible services, including dealing with the extended services marketing mix.
- Understanding the challenges of managing service organizations in the service oriented and modern world.
- Making students capable of framing strategies to manage the challenges of modern-day service-oriented organizations.

2. Course Duration: The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

| Module No. | Modules / Sub-Modules | No. of Sessions | 70 Marks (External Evaluation) |
|-------------------|---|------------------------|---------------------------------------|
| I | Basics of Services Marketing: <ul style="list-style-type: none">• Basic concept of services• Broad categories of services• Distinctions between services and goods; Services Marketing Mix – 7 Ps Customer Behavior in Service Encounter: <ul style="list-style-type: none">• Pre-purchase Stage• Service-Encounter Stage• Post-Encounter Stage• Customer Expectations and Perceptions of Services – Zone of Tolerance | 9 | 17 |
| II | Services Marketing Mix: <ul style="list-style-type: none">• Service as a Product – Core and Supplementary Elements, Branding Service Firms, Products and Experiences, New Service Development | 9 | 18 |

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| | <ul style="list-style-type: none"> • Pricing Services – Pricing Strategies, Role of Non-monetary Costs, Revenue Management, Yield Management • Delivering the Services – Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies • Promoting Services – Strategic Service Communication, Promoting Tangibles, Crafting Effective Messages, Services Marketing Communication Mix | | |
| III | Services Marketing Mix - Expanded: <ul style="list-style-type: none"> • People in Services –Role and importance of human resource in service delivery, Effective HRM Practices, Service Culture and Leadership • Service Process – Designing & documenting service processes – a service blueprinting, Service Process Redesign • Physical Evidence of Services- Purpose Service Environment, Dimensions and Consumer Response Theory. | 9 | 18 |
| IV | Managing Capacity and Demand: Understanding Capacity, Demand Patterns, Strategies for Matching Capacity and Demands Service Quality and Relationship Management: <ul style="list-style-type: none"> • Services Quality: Gaps Model; Measuring and Improving Service Quality. • Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships • Customer Loyalty & Retention Strategies • Strategies for reducing Customer Defections; and Customer Relationship Management (CRM) | 9 | 17 |
| V | Practical: The students are required to undertake the practical work related to services and relationship marketing from any of the below mentioned areas: <ul style="list-style-type: none"> • Understand the current extended marketing mix of any service organization, identify the gaps in services and develop a new framework/plan/strategy of extended marketing mix for them. • A detailed study of any of the extended marketing mix element: viz: understanding the current strategy, | --- | (30 marks CEC) |

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| | <p>identifying the gap and framing a new strategy for better outcome.</p> <ul style="list-style-type: none"> • Study of the current blueprint of the service organization, identifying the gaps and developing a new service blueprint (This can be undertaken for those service organization that are in requirement of changing the blueprint). • Understanding the productivity trade-off of a service organization and developing new strategies to increase the productivity. • Conducting a small-scale research on finding the gaps in the service quality of the organization, analyze the data and suggest and find the managerial implications of the results. • Study the CRM of a large service organization. • Comparison of the loyalty programs of competing service organizations. • Students can use TOPSIS. • Any other area of interest of the student/s. | | |
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4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

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| A | Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc. | (Internal Assessment- 50 Marks) |
| B | Mid-Semester examination | (Internal Assessment-30 Marks) |
| C | End –Semester Examination | (External Assessment-70 Marks) |

6. Reference Books:

| Sr. No. | Author | Name of the Book | Publisher | Year of Publication |
|---------|---|--|-----------|---------------------|
| 1 | Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee | Services Marketing: People, Technology, Strategy | Pearson | 2017 |

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|---|---|--|---------------------|-----------------|
| 2 | R. Srinivasan | Services Marketing : The Indian Context | PHI | 2014 |
| 3 | M.J. Bitner, Ajay Pandit, V. A. Zeithaml and D. D. Gremler | Services Marketing: Integrating Customer Focus Across the Firm | Tata McGraw Hill | Latest Edition |
| 4 | K. Rama Mohana Rao | Services Marketing | Pearson | 2011 |
| 5 | Clow K. E. Clow and D.L. Kurtz | Services Marketing: Operations, Management, and Strategy | Biztantra | Latest Edition |
| 6 | Christian Gronroos | Service Management and Marketing: Customer management in Service Competition | Wiley | Latest Edition |
| 7 | Vinnie Jauhari Vinnie and Kirti Dutta | Services: Marketing, Operations, and Management | Oxford | 2 nd |
| 8 | Rajendra Nargundkar | Services Marketing: Text and Cases | McGraw Hill | Latest Edition |
| 9 | James Fitzsimmons and Mona Fitzsimmons | Service Management: Operations, Strategy, Information Technology | Tata McGraw-Hill | Latest Edition |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Brand Equity
2. www.afaqs.com
3. Journal of Services Research
4. Journal of Services Marketing