

BBA III/IV Year	BBA-E123		Semester-V/VI/VII/VIII		
	Marketing of Services				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	To understand and remember the fundamentals of marketing of services, The emergence of service economy .	PO1, PO2
CO.2	To understand and remember and analyze service system positioning	PO1 PO2
CO.3	Analyse customer requirement, measure service quality and design and deliver better service.	PO1, PO2, PO3, PO4
CO.4	Understand and analyze different Issues in CRM	PO1, PO2, PO3 , PO4, PO7
CO.5	To understand, analyze and evaluate marketing mix decisions.	PO1, PO2, PO4, PO5, PO7

- The emergence of service economy: contributory factors, consumption pattern analysis, economic transformation unique aspects of services: goods, services, products, managerial challenges. **(8 Hours)**
- Marketing mix: concept of value and value drivers, extended framework Service marketing system: production, marketing, human resources, sequential analysis. **(8 Hours)**
- Service system positioning: service delivery process, blueprinting Service buying behaviour; difference in perspective, risk analysis, decision process. **(8 hours)**
- Relationship Marketing and Customer Loyalty, Issues in CRM, Concept of Loyalty, creating customer loyalty **(8 hours)**
- Service quality; concept, technical and functional quality, Service quality models and measurement Demand and supply imbalances management; challenges and strategies; Service culture; managing by values, recovery and empowerment; Relationship building: relationship marketing, bonding and life time value Service industries: insurance, banking, air transportation, courier, education etc. **(8 hours)**

SUGGESTED READINGS:

1. Fisk, R. P., Grove, S. J., & John, J. (2013). *Interactive Services Marketing*. New York: Houghton Mifflin.
2. Glynn, W. J., & Barnes, J. G. (2006). *Understanding Services Management - Integrating Marketing, Organizational Behaviour, Operations and Human Resources Management*. Prentice Hall.
3. Gronroos, C. (2007). *Service Management and Marketing - A customer relationship management approach*. New York: John Wiley.



4. Hoffman, K. D., & John, E. G. B. (2006). *Marketing of services: Concepts strategies and cases*. Thomson- South Western.
5. Shanker, R. (2002). *Services Marketing: The Indian perspective*. New Delhi: Excel Books.
6. Peelen, Ed., Beltman, Rob, (2013). *Customer Relationship Management*. London: Pearson Education.
7. Berman & Evarv. (2017) *Retail Management*, Prentice Hall.
8. Valarie A. Z , Mary Jo B., Dwanye D. (2018). *Services Marketing - Integrating Customer Focus Across the Firm*

NOTE: The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

