

# MKM 204: Services Marketing

*Credits: 3*

*Lecture Hours:*

*48*

## **Course Objective**

This course aims to impart fundamental knowledge about marketing of services and service industries. In addition, this course also makes an attempt to acquaint knowledge to them regarding service marketing practices in Nepal.

## **Course Description**

This course contains introduction to fundamentals of service marketing, models in services marketing, market segmentation, targeting and positioning for a services form, customer perceptions and expectations of services, buyer behavior and relationship marketing, buyer behavior and relationship marketing, service strategies, emerging service sectors in Nepal.

## **Course Details**

### **Unit 1: Introduction**

**LH 4**

Meaning, characteristics and classification of services; Reasons for the growth of services sector; Challenges in service sector; Concept and importance of services marketing; Marketing mix decision for services – *product, price, place, promotion, process, people and physical evidence*;

### **Unit 2: Models in Services Marketing**

**LH 4**

The molecular model; the servofunctional model; the industrial management model; The market-focused management model

### **Unit 3: Market Segmentation, Targeting and Positioning for a Services Firm**

**LH 6**

Concept and process of market segmentation for service product; Market segment strategies for service products; Concept and process of service positioning in the target market; Service positioning strategies;

### **Unit 4: Customer Perceptions and Expectations of Services**

**LH 8**

Customer perception on service products; Customer satisfaction and service quality; Gap model of service quality; Concept of customer expectations and factors influencing customer expectations; Service encounters and moment of truth; Management of customer service expectation; A process model of customer service expectation management;

### **Unit 5: Buyer Behavior and Relationship Marketing**

**LH 4**

Understanding buyer behavior; Effect of relationship marketing on buyer behavior; Transactional selling and relationship marketing; Customer relationship development strategies; Customer value building approaches;

## Unit 6: Service Strategies

LH 18

**Service Product and Quality Management:** Concept and nature of service product; New service product and service product development; Life-cycle strategies for service products; Branding the service product; Maintaining service quality and model of service quality; Service-profit chain strategy; Researching service quality and setting quality standard.

**Pricing Strategies for Services:** Pricing objectives and buyers' perception of value; Considerations of services pricing – *demand considerations, cost considerations, competition considerations, legal considerations*; Emerging service pricing strategies – *satisfaction-based pricing, relationship pricing, efficiency pricing*. **Promotion Strategies for Services:** Promotion mix for service product; Selection strategies for selecting the promotion mix; Integrated marketing communication for service product – *service promised, communicated message, internal communication, and guarantees*; Social ethics in service promotion.

**Distribution Strategies for Services:** Nature of distribution for service products; Factors affecting the choice of distribution channels; Distribution strategies – *intensive, selective and exclusive*; Managing distribution channels – *selection, motivation, training, evaluation, managing conflict*; Role of Internet in global distribution system.

## Unit 7: Emerging Service Sectors in Nepal

LH 4

Introduction; Healthcare sector; Banking and insurance sector; Tourism sector; Information technology and networking sector.

### Basic Books:

Jauhari, Vinnie & Dutta, Kirti, *Services Marketing, Operations, and Management*, Oxford University Press, New Delhi.

Palmer, Adrian, *Principles of Services Marketing*, McGraw-Hill International Edition, London.

Woodruff, Helen, *Services Marketing*, Macmillan India Ltd., Delhi.

### References:

Lovelock, Christopher, *Service Marketing*, Pearson Education Asia, New Delhi.

Apte, Govind, *Services Marketing*, Oxford University Press, New York.

Payne, Adrian, *The Essence of Services Marketing*, Prentice Hall of India, New Delhi.

Balaji, B., *Services Marketing and Management*, School and Co. Ltd, New Delhi.

Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A. (2011) *Services Marketing*. New Delhi: Tata McGraw-Hill