

Uka Tarsadia University



B.B.A.
Service Marketing (030030606)

6th Semester

Effective from January-2014

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Service Marketing (030030606)

BBA (Sem.-6) Syllabus, effective from January -2014

Course Objective and Outcome: To comprehend marketing issues within a broader general management context and understand the operational process underlying service creation and delivery.

Total Hours: 52

[4 hrs. per week]

Unit-1 Understanding Service Products, Consumers and Markets

[Weightage 25%]

- 1.1. Services Dominate the Modern Economy
- 1.2. Services Pose Distinctive Marketing Challenges
- 1.3. Marketing Must be Integrated with other Functions
- 1.4. The Purchase Process for Services Involves Multiple Steps
- 1.5. Customer have Needs and Expectations
- 1.6. Conduct Internal, Market and Competitor Analysis

Unit-2 Key Elements of Service Marketing

[Weightage 25%]

- 2.1. Planning and Creating Services
- 2.2. Communication Plays a Key Role in Marketing
- 2.3. The Marketing Communication Mix
- 2.4. Marketing Communications and the Internet
- 2.5. Effective Pricing is Central to Financial Success
- 2.6. Objective and Foundations for Setting Prices
- 2.7. Distribution in a Services Context

Unit-3 Managing the Service Delivery Process

[Weightage 25%]

- 3.1. Blueprinting Services to Create Valued Experience and Productive Operations
- 3.2. The Problem of Customer Misbehaviour
- 3.3. Fluctuations in Demand Threaten Service Productivity
- 3.4. Minimizing Perceptions of Waiting Time
- 3.5. Creating an Effective Reservations System
- 3.6. The Purpose of Service Environments
- 3.7. Consumer Responses to Service Environments

Unit-4 Implementing Service Marketing

[Weightage 25%]

- 4.1. Understanding the Customer/Firm Relationship
- 4.2. Analyzing and Managing the Customer Base
- 4.3. Customer Relationship Management Systems
- 4.4. Customer Complaining Behaviour
- 4.5. Principles of Effective Service Recovery Systems
- 4.6. Learning from Customer Feedback
- 4.7. Integrating Service Quality and Productivity Strategies
- 4.8. Improving Service Productivity
- 4.9. Creating a Leading Service Organization

Text Book:

1. Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee. “*Service Marketing – People, Technology, Strategy*”. New Delhi: Pearson Education.