

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: III

SERVICES AND RELATIONSHIP MARKETING

Course Code: 18BB303

No. of Hours: 60

COURSE OBJECTIVES:

- To understand the unique challenges of services marketing.
- To create awareness of relationship marketing and customer service.
- To know how to manage differences in capacity and demand of a Service business.

LEARNING OUTCOMES:

- To know the role of services marketing and understand its importance.
- To be able to formulate strategies for the marketing mix of services.
- To develop relationship marketing strategies.

UNIT 1: Understanding Services Phenomenon:

12 HRS

Introduction: Reasons for growth in service sector. Role of services in an Economy Types of services. Nature of services, characteristics of services, difference between goods and services. Need for services marketing, Classification of services, service encounter.

UNIT 2: Service marketing Mix

10 HRS

Introduction: Marketing mix in services product/package, developing new service offering. Service product, place, price, promotion. Extended marketing mix for services fifth P people or internal marketing. Sixth P process. Seventh P physical evidence role of physical evidence.

UNIT 3: Services Buying Processes

10 HRS

Buyer characteristics - socio, cultural, economic, personal and psychological factors. Buyer decision making process: problem recognition, information search, evaluation of alternatives, service purchase, post purchase decisions. Market segmentation, bases for segmentation

UNIT 4: Managing Demand and Supply of Services

10 HRS

Introduction - Forecasting demand- understanding demand patterns, managing capacity constraints, capacity planning, strategies for managing capacity to match demand-strategies for managing demand to match capacity- strategies when demand and capacity cannot be matched; waiting lines, reservations. Queuing, triage. Delaying service delivery- yield Management.

UNIT5: Managing Relationships and Building Loyalty

10 HRS

Relationship Marketing, Reasons for the development of relationship marketing. Customer lifetime value. Customer value and Customer satisfaction. Attracting, Retaining and Growing Customers, Customer loyalty and Retention, Growing share of Customers, Building Lasting

Customer Relationship, Customer relationship levels and tools. Financial Bonds, Social Bonds, Customization bonds.

UNIT6:Internationalization of Services

08 HRS

Information technology and communication services-hospitality services-Marketing – hotel,tourism and travel services.

SKILL DEVELOPMENT

- Visit a bank and observe the 7 P's of service marketing and write a report.
- Visit a 5 star hotel ,observe the service and write a report.
- Meet a service provider and understand his challenges of marketing his products.
- Explain your experience of service delivery through cyberspace.
- Write a report on how airlines build financial bonds with their customers.

REFERENCES:

1. Shankar Ravi, Services Marketing The Indian Perspectives, Excel Books, New Delhi, First Edition 2002
2. Lovelock Christopher, Services Marketing -People, Technology, Stratgey, PearsonEducation Asia, Delhi, First Indian Reprint, 2001.
3. Dr. Shajahan.S, Services marketing (concepts. Practices, &cases) HimalayaPublishing House, Mumbai, First Edition 200.1
4. Vasanthi Venugopal & Raghu V.N. Services Marketing, Himalaya Publishing House, Mumbai, First Edition. 2001.
5. Adrian Palmer, Principles of Services Marketing , McGraw Hill International Edition, Singapore 3rd Edition, 2001
6. Valarie A. Zeithami, Mary Jo Bitner, Services