

DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES

Programme: Ph. D

Course Title: Service and Relationship Marketing

Course Category: Pre-PhD Course Work

Internal: 50 Marks

Course Code: HUT 714

Theory: 50 Marks

Credits: 3 (L-3)

Total: 100 Marks

Semester: Odd/Even

Time: 3hrs

Course Objectives

This will make students learn the basics and fundamentals of service industry and acquaint them with the art of pleasing a customer for satisfaction and loyalty. This will teach them the concept of SERVQUAL and how important the concept is to the industry and why.

Instructions for Examiner

The number of questions to be set will be five, one from each unit. The examinees will be required to attempt all five questions. All questions shall carry equal marks.

Unit I: Basics of Service Marketing

Introduction to Service Marketing-Meaning, Definition, Characteristics, Components, Classification of Service Marketing, Factors Leading to a Service Economy.

Unit II: Consumer Behavior in Service Encounter

Four Categories of Services-People-Processing, Mental-Stimulus Processing, Possession-Processing, and Information-Processing; Customer Decision Making-Pre-purchase Stage, Service-Encounter Stage and Post Encounter Stage; Customer Expectations and Perceptions of Services-Zone of Tolerance.

Unit III: Service Marketing Mix

Product-Core and Supplementary Elements, Branding Service Products; Price-Role of Non-Monetary Costs, Pricing Strategy Pricing and Revenue Management, Yield Management, Place-Service Distribution, Role of Customers in Service Delivery, Delivery through Intermediaries, Franchising, Electronic Channels, Self-Service Technologies; Promotion-Role of Marketing Communication, Marketing Communication Mix, Integrated Services Marketing Communication.

Unit IV: Service Quality and Relationship Management

Services Quality: Gaps Model; Measuring and Improving Service Quality; Relationship Management: Defining Customer Relationships; The Basics; External Relationships; Supplier Relations; Internal Relationships Relationship Marketing Customer Retention; Customer Loyalty; Strategies for reducing Customer Defections; and Customer Relationship Management.

Suggested Readings

- Zeithaml, V.A, D.D Gremler, M.J Bitner and APandit, Services Marketing, Tata McGraw Hill, 4th Special Indian Edition.
- Hoffman, K.D and JEG Bateson, Marketing of Services, Cengage Learning, Indian Edition.
- Lovelock, Christopher, Services Marketing, Pearson Education, 7th Edition.
- Woodruff, H.E, Services marketing, Longman Group.
- Payne, D, The Essence of Services Marketing, Prentice Hall of India.
- Verma, Harsh V, Services Marketing- Text and Cases, Pearson Education.
- Kotler, Philip and Gary Armstrong, Principles of Marketing, Prentice Hall of India. Journal of Services Marketing, Emerald Publications