



MKT 22513: Services Marketing

Level: 2000

Number of Credits : 03

Course Description

Services marketing is important in service oriented economies and it requires careful design of intangible benefits to match with customer requirements. This course focuses on process of delivering a quality service by carefully designing traditional and extended marketing mix elements relevant to services setting.

Intended Learning Outcomes

At the end of the course, the student will be able to;

- Recognize the distinguished nature of services marketing
- Identify the concepts and models relevant to traditional and extended marketing mix elements in services setting
- Develop effective service strategies to match with customer requirements.

Teaching/Learning Methods

Lectures, Case study discussions, Guest Lectures and Field Visits

Methods of Assessment

In-course Assessments	: 30%
End Semester Examination	: 70%

Course Contents

1. Creating value in the service economy
2. Understanding service encounters
3. Service positioning
4. Service products and brands
5. Distributing services
6. Service pricing and revenue management
7. Designing service processes
8. Balancing demand and capacity
9. Crafting the service environment
10. People strategy
11. Managing relationships and building loyalty
12. Complaint handling and service recovery
13. Service quality and productivity

Recommended Reading

1. Lovelock, C., Wirtz, J. (2016). Services Marketing: People, Technology, Strategy (8th ed.): Prentice Hall.