

DSEM05 – Service Marketing

Master of Commerce
Semester – III
DSE – Elective Paper
Service Marketing

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
DSEM05	Service Marketing	3	1	0	4	NIL

Objective: The course provides an in-depth understanding of the unique characteristics, challenges and opportunities in marketing services. It focuses on developing analytical and strategic skills for designing, delivering and managing superior service experiences in both traditional and digital contexts.

Learning Outcomes: After completion of this course, the student should be able to:

- Explain the distinctive features and nature of services and their contribution to the economy.
- Analyse the behaviour and expectations of service consumers and evaluate service quality.
- Apply key frameworks such as the Services Marketing Mix, Service Quality Gap Model and Service Blueprinting in managerial decision-making.
- Develop effective pricing, distribution and communication strategies for services in domestic and international markets.
- Evaluate contemporary trends in service innovation, digital transformation and sustainable service management.

Contents:

Unit I (10 Hours)

Meaning, nature and scope of services; Growth and economic significance of the service sector; Distinctive characteristics of services and their marketing implications; Classification of services; Concept and evolution of service marketing; The service marketing triangle and the 7Ps of services marketing; Emerging trends in the global and Indian service sector; The concept of Service-Dominant Logic.

Unit II (12 Hours)

Understanding service customers – needs, expectations and perceptions; Consumer decision-making in services; The role of experience, emotion and trust in service consumption;

Determinants and dimensions of service quality (SERVQUAL model); The Service Quality Gap Model; Measuring service performance; Customer satisfaction and loyalty; Designing the customer experience (CX).

Unit III **(11 Hours)**

Developing and managing service offerings – core, facilitating and supplementary services; New service development and innovation; Branding of services; Service process design and service blueprinting; Role of people in service delivery; Internal marketing and employee engagement; Managing demand and capacity; Service failures and recovery strategies.

Unit IV **(12 Hours)**

Objectives and methods of pricing in services; Price discrimination, Communicating the service promise – communication mix and challenges; Role of digital and social media in service promotion; Distribution of services – physical and electronic channels; Managing intermediaries and franchises; Omni-channel service delivery; Platform-based and gig-economy services; Global and cross-cultural issues in service delivery. Role of technology, AI, and analytics in enhancing service experience; Future challenges and opportunities in service marketing.

Tutorial Exercise:

The students shall be asked to undertake case analyses on service design and service quality improvement. They will develop a service blueprint or marketing strategy for a chosen service organization and present their findings.

Suggested Readings:

- Wirtz, J., & Lovelock, C. (2023). *Services marketing: People, technology, strategy* (9th ed.). World Scientific Publishing.
- Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Mende, M. (2024). *Services marketing: Integrating customer focus across the firm* (8th ed.). McGraw-Hill Education.
- Hoffman, K. D., & Bateson, J. E. G. (2024). *Services marketing: Text and cases* (6th ed.). Cengage Learning.
- Grönroos, C. (2023). *Service management and marketing: Managing the service profit logic* (5th ed.). Wiley.
- Lovelock, C., Wirtz, J., & Chatterjee, J. (2024). *Services marketing: Text and cases (Indian edition)*. Pearson Education India.
- Selected contemporary articles and case studies from *Harvard Business Review*, *Journal of Service Research*, and *Journal of Services Marketing*.