

# **MKT 254: Fundamentals of Services Marketing**

*Lecture Hours: 150*

*Full Marks: 100*

*Pass Marks: 35*

## **Course objective**

This course aims to impart fundamental knowledge about marketing of services and service industries. In addition, this course also makes an attempt to acquaint knowledge to them regarding service marketing practices in Nepal.

## **Course Description**

This course contains introduction, models in service marketing, marketing segmentation, targeting and positioning for services firm, customer perception and expectations of services, buyer behavior and relationship marketing, service product and quality management, pricing strategies for services, promotion strategies for services, distribution strategies for services, emerging service sectors in Nepal.

## **Course Details**

### **Unit 1: Introduction**

**LH 17**

Meaning, characteristics and classification of services; Fundamental difference between goods and services; Emerging key services; Reasons for the growth of services sector; Challenges in service sector; Concept and importance of services marketing; Marketing mix for services.

### **Unit 2: Models in Services Marketing**

**LH 8**

The molecular model; The servunctional model; The industrial management model The market-focused management model.

### **Unit 3: Market Segmentation, Targeting and Positioning for a services Firm**

**LH 9**

Concept and process of market segmentation for service product; Market segment strategies for service products; Concept and process of service positioning in the target market; Service positioning strategies.

### **Unit 4: Customer Perceptions and Expectations of Services**

**LH 17**

Customer perception on service products; Customer satisfaction and service quality; Gap model of service quality; Concept of customer expectations and factors influencing customer expectations; Service encounters and moment of truth; Management of customer service expectation; A process model of customer service expectation management.

### **Unit 5: Buyer Behaviour and Relationship Marketing**

**LH 15**

Understanding buyer behavior; Factors influencing buyer behavior; Meaning and importance of relationship marketing; Difference between transactional selling and relationship marketing; Customer development process; Customer relationship development strategies; Customer value building approaches.

### **Unit 6: Service Product and Quality Management**

**LH 15**

Concept and nature of service product; New service product and service product development; Life-cycle strategies for service products; Branding the service product; Maintaining service quality and model of service quality; Service-profit chain strategy; Researching service quality and setting quality standard.

**Unit 7: Pricing Strategies for Services****LH 15**

Pricing objectives and buyers' perception of value; Considerations of services pricing – demand considerations, cost considerations, competition considerations, legal considerations; Emerging service pricing strategies – satisfaction-based pricing, relationship pricing, efficiency pricing.

**Unit 8: Promotion Strategies for Services****LH 15**

Meaning and objective of promotion for service product; Communication process for service product; Promotion mix for service product; Selection strategies for selecting the promotion mix; Integrated marketing communication for service product – service promised, communicated message, internal communication, and guarantees; Social ethics in service promotion.

**Unit 9: Distribution Strategies for Services****LH 15**

Nature of distribution for service products; Factors affecting the choice of distribution channels; Distribution strategies – intensive, selective and exclusive; Managing distribution channels – selection, motivation, training, evaluation, managing conflict; Role of Internet in global distribution system.

**Unit 10: Emerging Service Sectors in Nepal****LH 14**

Introduction; Healthcare sector; Banking sector; Insurance sector; Tourism sector; Communication and networking sector; Hydro power sector.

**Project Work****LH 10**

After the completion of fourth year concentration classes the students shall have to prepare and submit a project work in the area they have specialized. The subject teachers have to discuss with students on possible topics of the project work, availability and sources of literature, availability of data, data collection methods, appropriate tools of data analysis, etc relevant to the subject within 10 lecture hours.

**Basic Books**

Jauhari, V. & Dutta, K., *Services Marketing, Operations, and Management*, New Delhi: Oxford University Press  
Palmer, A., *Principles of Services Marketing*, London: McGraw-Hill International Edition.  
Woodruff, H., *Services Marketing*, New Delhi: Macmillan India Ltd.

**References Books**

Lovelock, C., *Service Marketing*, New Delhi: Pearson Education Asia  
Apte, G., *Services marketing*, New York: Oxford University press  
Payne, A., *The Essence of Services marketing*, New Delhi: Prentice Hall of India.  
Balaji, B., *Services Marketing and Management*, New Delhi: School and Co. Ltd.  
Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Pandit, A., *Services Marketing*. New Delhi: Tata McGraw-Hil.

