



| Course syllabus 2022/2023 | | | |
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| Course name: | Services Marketing | | |
| Study programme group: | Cycle of studies: | Study type: | |
| no common subjects | I cycle (bachelor) II cycle (master) | Fulltime- Theory and Practical – Interactive/Participative | |
| Study programme name: | Erasmus/Mobility | | |
| Specialisation: | Management/ Economics/ Technology/Also open for all study areas to promote career in service industry | | |
| Electivity: | Elective course | | |
| Course coordinator: | Prof. Rajesh Paturkar | | |
| Course code: | Year of studies: | Semester: | Language of instruction: |
| | n/a | n/a | English |
| ECTS credits: | 6 | | |
| Exam / assessment form: | Assessment | | |
| Class type | | Total contact hours | |
| Tutorials | | 32 | |
| A. Shortened (general) subject description | | | |
| <p>This course is designed to learn and practices the Services Marketing concepts. This course develops Knowledge and skills related to various service marketing issues and problems created for the services marketer because of its nature. This course is helpful to understand the service requirements for (creating) design and development, value creation, innovation, communication, delivery etc. aspect of services business. Students completing this course will be able to make successful career in service industry. This course is also having great potential to initiate and nurture service business activities/ ventures –Social Entrepreneurship.</p> | | | |
| B. Prerequisites | | | |
| None - Students of all kinds of educational background (It can be suited to all faculties like - Management/ Science/ Arts/Engineering etc.). | | | |
| C. Effects of Teaching | | | |
| Knowledge | | | |



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| Importance of the Service Sector in Economic development | |
| Marketing Relevant Differences Between Goods and Services | |
| Changing nature of business and importance of service element | |
| Key Steps in Service Planning and Service Design | |
| Communications Challenges in Services Marketing | |
| Developing the Service Blueprint | |
| Service quality and productivity measures | |
| Skills | |
| Analytical skill to understand the flow of business processes and designing services facility | |
| Prudent to understand future needs and optimization of service facility | |
| Social competence | |
| Competence to identify social issues/problems and designing services to deal with it. | |
| Being Open minded and experimental in nature to develop innovative socially to become Social Entrepreneur. | |
| Competence to re-evaluate, optimize and enhance the social service system for betterment. | |
| D. Course Content | |
| Tutorials | Total contact hours |
| ▪ Introduction to services marketing | 2 |
| ▪ Consumer Behavior in Service Encounters | 2 |
| ▪ Positioning Services in Competitive markets | 2 |
| ▪ Creating the Service Product and service Blueprinting | 4 |
| ▪ Designing the Communications Mix for Services | 2 |
| ▪ Pricing and Revenue Management | 2 |
| ▪ Distributing Services | 2 |
| ▪ Designing and Managing Service Processes | 2 |

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| ▪ Balancing Demand and Capacity | 2 |
| ▪ Planning the Service Environment | 2 |
| ▪ Managing People for Service Advantage | 2 |
| ▪ Managing Relationships and Building Loyalty | 2 |
| ▪ Customer Feedback and Service Recovery | 2 |
| ▪ Improving Service Quality and Productivity | 2 |
| ▪ Summary and revision of key points. | 2 |
| This courses can be even extended to more or till 45 hrs with more details and practical/ experiential learning aspects | 32 |
| Sum | |
| E. Methods and Criteria of Assessment | |
| Final grade | |
| <p>Attendance is a requirement. Missed classes have to be accounted for (see additional information for details) before the final evaluation. Failure to account for absences leads to failing the course.</p> <p>The grades for the course will be determined from the following criteria's:</p> <p>There are various activities to be carried out to make this class interactive. The activities are –</p> <ul style="list-style-type: none"> • Presentations and Discussions • Business Games • Field work • Assignments • Essay <p>As this is mix of theory and practical class, students will be evaluated based on their active participation during all classes in above mentioned activities.</p> <p>The final grade will be calculated using the following grading scale:</p> <ul style="list-style-type: none"> • [60%, 68%) – satisfactory; | |

- [68%, 76%) – satisfactory plus;
- [76%, 84%) – good;
- [84%, 92%) – good plus;
- [92%, 100%] – very good;

Make-up assessment

The students who marginally failed the course (a score of 50% or more) may attempt a make-up assignment. The students attempting a make-up assignment are expected to execute given academic task as directed by instructor. Based on quality of work, passing marks will be awarded.

| Assessment component | Weight in final grade |
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| Project Presentations | 50% |
| Assignment Submission | 25% |
| Class Performance | 25% |
| F. Bibliography | |
| 1. Services Marketing, 2nd Ed.-Zeithaml & Bitner 2. Services Marketing- Christopher Lovelock, Jochen Wirtz. 3. Services Marketing –Helen Woodruffe. | |
| G. Student's Workload in the Course | |
| Form of student activity | Approximate number of hours |
| HomeWorks and Assgnmets | 5 Hrs |
| Project -Business Plan Preparation | 10 Hrs |
| Filed Work –Survey /Visit/Observations | 5 Hrs |
| Class Participation –Active Participation | 30 |
| Sum | 50 |
| H. Teaching Methods | |



Tutorial

The integrated teaching methods applied to the course which includes –

1. Lectures and discussions
2. Business Games
3. Case Study
4. Fieldwork and presentation
5. Project work and Assignments

Resources Required –

Well equipped (LCD Projector/Computer) classroom with open space in the middle to carryout various movable activities. Some stationary materials like photocopies of some printed materials, art papers, pens, table, chairs to accommodate 35-40 number of students.

I. Additional information

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