

# VEER NARMAD SOUTH GUJRAT UNIVERSITY SURAT

## M.COM- PART- I (2005-06)

### SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT PAPER- II

#### Objective :

This Course acquaints students with the basic issues in service marketing and customer relationship management.

#### Course Inputs :

##### (A) Service Marketing

1. **Importance of Services Sector :** (10)  
Nature and types of services and goods marketing; services marketing triangle.
2. **Environment for Services Marketing :** (20)  
Macro and Microenvironments; Understanding service customers- models of service consumer behaviour; Customer expectations and perception; Service quality and Gap model.
3. **Marketing Segmentation and Selection:** (05)  
Service maker segmentation; Targeting and positioning.
4. **Services Marketing Mix :** (20)  
Need for expanded marketing mix; Planning for services offer; Pricing, promotion and distribution of services; Management of people; process and physical evidence; Matching of demand for and supply of services;
5. **Service Marketing Applications :** (15)  
Marketing of financial, hospitality, hospital, tourism and education services; International marketing of services and GATS

##### (B) Customer Relationship Management

1. **Relationship Marketing and Development Process:** (15)  
Meaning, nature and scope; Types of relational exchanges; Attributes and determinants of relational exchanges; Networking- nature role and mechanism.
2. **Developing and Managing Relationships :** (15)  
Customers selection; Relationship;  
Strategies; Implementing CRM; Mistakes in implementing CRM; Role of information  
Technology in relationship building-e- CRM.

**Reference:**

Christopher, H.Lovelock: Services Marketing; Prentice Hall, New Jersey.

Gosney, John W. and Thomas P.Boehm; Customer Relationship Management. Essentials, Prentice Hall, New Delhi.

Payne, Adrian; The Essence of services Marketing, Prentice Hall, New Delhi.

Seth, Jagdish N et. Al: Customer Relationship Management, Tata McGraw Hill Publishing, New Delhi.

Shankar Ravi: Service Marketing- The Indian Experience, South Asia Publication, New Delhi.

Stone, Merlin and Neli Woodrock; Relationship Marketing, Kogan page, London.

Zeithami, V.A and M.J.Bitner- Service Marketing, McGraw Hill, Inc, New York.