

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**

**MARKETING OF SERVICES**

**Objectives:**

The objective of this course is to develop insights into emerging trends in the service sector in a developing economy and tackle issues involved in the management of services on national basis. The course intends to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services

**Contents:**

Basics of Services Marketing : Nature of Services; Goods and Services Marketing; Marketing

Challenges in Service Business; Marketing Framework for Service Business; The Service Classification

Customer Behaviour in Service Encounter

Services Marketing Mix

Advertising Branding and Packaging of Services

Expanded Marketing Mix- People, Process, Physical Evidence

Managing Capacity and Demand

Service Quality

Relationship Marketing

**References:**

1. Lovelock Christopher, Wirtz Jochen and Chatterjee Jayanta, Services Marketing: People, Technology, Strategy, Pearson Prentice Hall, Sixth Edition, 2010
2. Zeithaml V. A., Bitner M.J., Gremler D.D., and Pandit A., Services Marketing: Integrating Customer Focus Across the Firm, Tata McGraw Hill
3. Nargundkar Rajendra, Services Marketing: Text and Cases, McGraw Hill
4. Clow K. E. And Kurtz D.L., Services Marketing: Operations, Management, and Strategy, Biztantra
5. Gronroos Christian, Service Management and Marketing: Customer Management in Service Competition, Wiley India
6. Jauhari Vinnie and Dutta Kirti, Services: Marketing, Operations, and Management, Oxford University Press

