Services Marketing – A Practical Approach

ABOUT THE COURSE

This course will help students to learn the fundamentals of services marketing from a practical point of view. The course focuses on the needs of the customers, who are to be kept satisfied and delighted for a business to prosper. The course will help students understand services marketing from various perspectives and will also be useful if participants wish to establish a new service business or manage an existing one.

COURSE LAYOUT

Week 1: Introduction, Why Study Services Marketing Management?, The Service System, Characteristics of Services, Understanding the Macro-Environment


Week 3: Developing Service Personnel, Educating Customers, Managing Service Delivery Channels, Managing Channel Conflict, Managing Demand and Capacity, Designing the Physical Evidence, Managing Integrated Marketing Communications, Pricing the Service, Managing Customers, Managing Service Recovery, Providing Service Guarantees, Consumer Protection