SERVICES MARKETING : A PRACTICAL APPROACH

PROF. BIPLAB DATTA
Department of Management Studies
IIT Kharagpur

TYPE OF COURSE : Rerun | Elective | UG/PG
COURSE DURATION : 4 weeks (18 Jan' 21 - 12 Feb' 21)
EXAM DATE : 21 Mar 2021

PRE-REQUISITES : Nil
INTENDED AUDIENCE : Interested students

COURSE OUTLINE :
This course will help students to learn the fundamentals of services marketing from a practical point of view. The course focusses 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.

ABOUT INSTRUCTOR :
Biplab Datta is an Associate Professor (Marketing) at Vinod Gupta School of Management, Indian Institute of Technology Kharagpur, India. He holds a Ph.D. degree from Indian Institute of Technology Delhi, India. His research interests include Marketing Management, Service Quality Management and Customer Relationship Management. He was awarded a Silver Medal in Architecture by IIT Kharagpur in 1992 and earned ISO 9000 Lead Auditor Certificate from NBA, U.K. He has published a book entitled Services Marketing: A Practical Approach. He has published several papers in national and international journals.

COURSE PLAN :
Week 1: Introduction, Why Study Services Marketing Management?, The Service System, Characteristics of Services
Week 2: Understanding the Micro-Environment, Services Marketing Process, Services Marketing Research
Week 3: Developing Service Personnel, Educating Customers, Managing Service Delivery Channels, Managing Channel Conflict