

<b>JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY ANANTAPUR</b>				
<b>MBA IV Semester</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
	<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**(17E00404) SERVICES MARKETING**  
**(Elective V)**

**Objective :**The objective of the course is to provide a deeper insight into the marketing management of companies offering services as product.

**1: Understanding services marketing:** Introduction, Characteristics of services marketing mix, services in the modern economy, Classification of services, marketing services Vs. Physical services.

**2: Customer Expectations of service:** Service expectations, types of expectations, factors that influence customer expectations of service. Issues in involving customers service expectations, Customer defined service standards.

**3. Pricing & Promotion strategies for services:** Service pricing, establishing monetary pricing objectives, foundations of pricing, pricing and demand, putting service pricing strategies into practice.

**4. Service promotion:** The role of marketing communication. Implication for communication strategies,, marketing communication mix.

**5. Marketing plans for services:** The marketing planning process, strategic context, situation review marketing strategy formulation, resource allocations and monitory marketing planning and services.

**Text Books:**

- Services Marketing – Text and Cases, Rajendra Nargundkar, TMH.
- Services Marketing—Integrating Customer Focus Across the Firm, Valarie A. Zeithaml & Mary Jo-Bitner: TMH.

**References:**

- Services Marketing People, Technology, Strategy, Christopher Lovelock, Wirtz, Chatterjee, Pearson.
- Services Marketting – Concepts planning and implementation, Bhattacharjee, excel, 2009
- Services Markeing, Srinivasan, PHI.
- Services – Marketing, Operations and Management, Jauhari, Dutta, Oxford.
- Marketing of Services, Hoffman, Bateson, Cengage.
- Service sector Management, C. Bhattacharjee, Jaico.