

SERVICES MARKETING SOLVED NOTES EBOOK CHAPTERWISE



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Description

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PREVIEW OF CHAPTERS SYLLABUS

SERVICES MARKETING

Content

- 1 Introduction to Services Marketing, Understanding Service Characteristics, Product versus Services, Classification of Services, Services Marketing Environment**
- 2 7Ps of Services Marketing Mix, Purchase Process for services**
- 3 Customer Expectations and Perceptions of Services through Marketing Research, CRM in services**
- 4 Service Quality issues and Models on Service Quality**
- 5 The Service Segmentation, Targeting, Positioning a Service in the marketplace, Understanding Positioning Maps, Developing Service Blueprint**
- 6 Service Product & Operation, Understanding Employees and Customers Role in Service Delivery**
- 7 Pricing of Services**
- 8 Delivering Service through Intermediaries, distribution growth options, Internationalization in distribution**
- 9 Developing Integrated Communication Program, Designing Services capes**
- 10 Competitive Marketing Strategy, Developing Service Recovery Strategies, Managing Demand, Supply and Productivity, Managing waiting Lines**

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