

MARKETING OF SERVICES



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MARKETING OF SERVICES Unit-IIIntroduction to Services MarketingService as a Marketing Concept; Factors for the Growth of Service Sector; Characteristics of Services; Dimensions of Services; Classification of Services; Managing Customer Expectations – Level of Expectations; Zone of Tolerance; Segmentation, Targeting and Positioning of Service. **Unit-IIServices Marketing Mix**Product – Service Package, Core and Supplementary Services; Product Levels, Service Levels and Delivery; Price –

Pricing Concepts and Issues in Pricing, Pricing Policy, Pricing Approaches, Price and Customer Values; Promotion – Internal and External Communication, Issues in Services Promotion; Place – Service Distribution, Channel Options, Service Distribution Strategy. **Unit-III Service Design** Essential of a Service System; Components of Services; Designing the Service Package; Front Office Interface; Back Office Interface; Operations System; Service Delivery System; Customer Satisfaction and Conflicts; Service Recovery System; Service Quality; Concept of Service Quality, Measuring Service Quality; SERVQUAL System; Concept of CRM – CRM Objectives, Technology Impact on Services, Concept of e-CRM. **Unit-IV Globalisation of Services** Stages of Globalisation; International Marketing Services; Emerging Trends; Principal Driving Forces in Global Marketing of Services; Key Decisions in Global Marketing; Services Strategy and Organising for Global Marketing. **Unit-V Marketing of Services in India**

Application of the Principles of Marketing Services in the Marketing of Financial Services, IT, Tourism Services, Travel Services, Hospitality Services and Transport Services.

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