

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

BS – VII

Course Title	:	SERVICE MARKETING
Course Number	:	BA (H) – 661
Credit Hours	:	03

COURSE OBJECTIVE

The objective of this course is to describe that the service marketing is different from goods marketing. It is expected that students will find the subject most challenging. The focus is on learning those aspects that are different from the strategies and tools used in product marketing. The course purpose is to explain the need for special services marketing concepts and practices. Development of strong customer relationships through quality services are at the heart of this course. The topics covered are equally applicable to organizations whose core product is service, such as, banks, transportation companies, hotels, hospitals, educational, institution, etc.

COURSE CONTENTS

PART I

1. Introduction To Services

- What are Services?
- Tangibility Spectrum
- Trends in the Service Sector

2. Why Service Marketing?

- A Service Based Economy
- Service as a Business Imperative in Manufacturing
- Service Marketing is Different

3. Differences in Goods Versus Services Marketing

- Intangibility
- Heterogeneity
- Simultaneous Production and Consumption
- Perishability
- The Service Marketing Triangle
- The Service Marketing Mix
- Traditional Marketing Mix
- Expanded Mix for Services

4. Service and Technology

- Potential for New Service Offerings
- Technology Spotlight: The Changing Face of Customer Service
- Internet is a Service

5. The Gaps Model of Service Quality

PART II

1. Focus On Customer

- ✓ Consumer Behavior in Services
- ✓ Consumer Experience
- ✓ Post Experience Evaluation
- ✓ Understanding Differences Among Consumers

2. Customer Expectations of Service

- ✓ Meaning and Type of Services
- ✓ Factors that Influence Customer Expectations of Service
- ✓ Issues Involving Customer Service Expectations

PART III

1. Listening to Customer Requirement

- Understanding Customer Expectations Through Market Research
- Technology Spotlight
- Building Customer Relationships Through Segmentation and Retention Strategies
- Service Recovery

PART IV

1. Delivering and Performing Service

- Employees' Role in Service Delivery
- Delivering Services Through Intermediaries
- Customer Role in Service Delivery
- Managing Demand and Capacity
- International Services Marketing

PART V

1. Managing Service Promises

- ❖ Role of Advertising, Personal Selling and Other Communication
- ❖ Pricing of Services
- ❖ The Physical Evidence of Service

RECOMMENDED BOOKS:

1. Zeithaml, Valarice A. Bitner, Mary JO, and Gremler, Dwayne D.: Service Marketing, McGraw-Hill, New York, NY. 2006.
2. E. Arnold, L. Price and G. Zin Khan: Consumer, New York: McGraw-Hill 2004.
3. J. L. Heskett, W. E. Sasser and L. A. Schlesinger: The Service Profit Chain New York: Free Press, 1997
4. L. L. Berry and A Parasuraman: Marketing Services, New York: Free Press 1991.
5. Related Articles from National / International Journals

