



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 (24 Jan'22 - 18 Feb'22)

EXAM DATE : 27 Mar 2022

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 :

Prof. 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, Understanding the Macro-Environment

Week 2: Understanding the Micro-Environment, Services Marketing Process, Services Marketing Research, Exploring Marketing Opportunities, New Service Development, Segmenting the Market, Targeting and Positioning, Understanding Consumer Behaviour, The Service Product, Service Quality, Designing the Service Process

Week 3: Developing Service Personnel, Educating Customers, Managing Service Delivery Channels, Managing Channel Conflict, Managing Demand and Capacity, Designing the Physical Evidence, Managing Integrated Marketing Communications, Pricing the Service, Managing Customers, Managing Service Recovery, Providing Service Guarantees, Consumer Protection

Week 4: Case Studies in Services Marketing-1, Case Studies in Services Marketing-2, Case Studies in Services Marketing-3, Case Studies in Services Marketing-4, Case Studies in Services Marketing-5