

**Course Title     Service Marketing**  
(6 Credit Hours)

**Course Objectives**

To provide in depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services, Students will be introduced to and have the opportunity to work with the tools and strategies that address these challenges.

**Learning Outcomes**

After completing this course student would be able to

1. Understand and Develop “State of Art” Service Management thinking.
2. To promote a customer service –oriented mindset.
3. Think, plan, execute and defend a Service related problems.

**Weekly Lecture Plan**

Lecture No	Topic To be Discussed
1	Introduction to Service Marketing. The scope of Service Marketing
2	The Gaps Model of Service Marketing
3	Focus on the customer-consumer behavior. Focus on the customer-what do customer expects?
4	Service Marketing: Understanding the customer, Customer perception in service
5	Listening the customer through Research
6	Building customer Relationship

7	Building customer Relationship
8	Standardizing and aligning the delivery of service, Service Development and design
<b>Mid Term Exam</b>	
9	Standardizing and aligning the delivery of service, Service Development and design
10	The people who deliver and perform Services, Employees role in service delivery
11	Customer's Role in Service Delivery
12	Customer's Role in Service Delivery
13	Delivering service through intermediaries and electronic channel
14	Managing Demand and Capacity
15	Promotions and pricing strategies in Services Marketing
16	Promotions and pricing strategies in Services Marketing
<b>Final Term Exam</b>	

**Facilities** Multimedia/lab etc

**Recommended Text**

Service Marketing "Integrating Customer Focus across the Firm" by zeithaml