CASE STUDY 1

TOURISM AND TRAVEL SERVICES

Hotel marketing

Dr. Biplab Datta

These case studies have been adapted from the book entitled "Services Marketing: The Indian Perspective by Ravi Shankar (2003)"

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Introduction

- Hotels are a major service industry in India. A number of international hotel chains have come to India, either independently or with a tie up with an Indian player. Hotel customers receive hospitality by way of accommodation, food and drink or all for which they pay.

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Hotel Market Segments

- **On the basis of purpose of visit**:

  Holiday-tourism oriented, business traveler oriented, conference oriented, foreign *versus* domestic traffic oriented.

- **On the basis of social classification**:

  Upper, upper-middle, middle etc.

- **On the basis of food choice**:

  Vegetarian, Non-vegetarian.

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Hotel Marketing Mix

- ***Product***

  The hotel product has a number of components like accommodation, food and beverage, recreation and health, shops, parking facility, Wi-Fi etc. however, accommodation and food are primary components among all these.

- ***Pricing***

  It is difficult for a hotel to exercise differential pricing except for certain specific purpose. These may be differentials in tariffs during peak and lean season; special occasion; group booking, etc.

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Summary

- Hotel industry is very unique as product is already designed and fixed, one cannot change the prices quite often, distribution is limited.

- It is the communication which is the most significant component of marketing activity. It is necessary to undertake an integrated marketing communication approach for getting edge in this competitive era.

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TOURISM AND TRAVEL SERVICES

Airline Service Marketing

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Introduction

- The airline industry has evolved rapidly in recent decades. It was a luxurious form of travel early in the last century but has become one of the most common methods of travel today. Now-a-days competition in travel industry has become intense and thus, the need for marketing has been felt. Airline business is a complex phenomenon. Although it is part of transportation industry, airlines do not operate in isolation.

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Marketing Strategy

- The principles of marketing that apply to airlines industry are same as for any other product, as airlines marketer also have to cater to the needs of customers.
- It is a highly perishable commodity, so, a quick and creative marketing response is called for. In a highly competitive environment customer can easily shift to another airlines. First of all we locate the market and segment them according to income, education, and preference. After market identification we communicate with potential customers through advertisement, public relations, direct mail, sales calls etc.

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Marketing Strategy

- ***Marketing through Travel Agencies***

  In the process of marketing, airlines are often helped by travel agencies which have become the principle marketing arms of airlines. Online travel booking service providers are major partner in the airlines market. Airlines offer financial incentive to travel agencies to give a helping hand in marketing.

- ***Marketing trough Consortiums***

  Now-a-days airlines players have opened their own travel agency or website and began sell their tickets at special tariffs. Another development is the formation of consortiums consisting of affiliated travel agencies with the avowed objective of obtaining bargaining power vis-a-vis airlines.

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Marketing Strategy

- ***Marketing through Central Reservation System (CRSs)***

  A CRS lists thousands of rotes and fares and is able to construct complicated itineraries and price them from its data base. Marketing therefore is in the hands of these websites which inform you which airlines fly from place A to place B, with their pricing details.

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Marketing Strategy

- ***Marketing and Frequent Flying Programmes (FFPs)***

  The FFP offers the traveler free or discounted travel for him or his family on the basis of points earned on the number of trips taken. This programme provides travelers a rationale to fly at higher fare at the cost of his employer.

- ***Marketing Bonanzas***

  To get out of the decline in traffic due to some unavoidable situation, Airline Company undertook an unprecedented promotion.

- ***Marketing through Advertising***

  In the era of electronic marketing and little product differentiation, advertising has come to play a vital role. An airline has to project its image, efficiency, and service to prove it better than others.

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Summary

A new beginning has been made to end the monopoly of the government-run Indian Airlines during the last few years and many domestic and foreign players have taken to air. Presently marketing of aviation is getting competitive and customer focused with attentive staff, free meals, lower fares, free improvement in check in and baggage handling services.

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TOURISM AND TRAVEL SERVICES

Travel Service Marketing

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Introduction

- Travel agents (TA) not only create the need to travel to destination but give business to hotels, carriers any other related industries. A TA is an important link between the traveler and the rest.

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Seven C's of travel service marketing

- **Competence:** Competence is function of superior staff, strong supervision, effective systems, and controls. Here competence is related to technical excellence more than to street smart 'mister fix it' labels.
- **Credibility:** credibility is the strongest ally a travel agent can have in the market-place. The agent has little control over the end product he offers, credibility is must to sustain in market.
- **Confidence:** The good travel agent develops techniques and plans to safeguard his client and himself, if he is having confidence on his technical and managerial skill.

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Seven C's of travel service marketing

- **Consistency:** it is far easier to maintain consistency of quality while selling goods but in selling services which do not conform to tangible parameters and have a perceptual bias, is very difficult.

- **Customization:** There is no airline that everyone always likes or dislikes. Each client has a special perspective and he wants a travel agency which can assure him that is understand this well. So, customization is import toll to retain customer.

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Seven C's of travel service marketing

- **Care:** It is believed that if a client is convinced that adequate care has been taken, he tends not to hold the agency responsible for the problems and frustration which may befall later.

- **Clout:** Clout, of course, can be applied when, in spite of having pressed all the buttons, the machinery remains immobile. Given the multiplicity of operational system laid out by a number of principles, anything could go wrong- cancellation, delays, tariff revision.

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Marketing Challenges

- Low general awareness
- Intense competition
- Poor infrastructure
- Lack of control

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Summary

- The travel trade in India over the last seventy years or so has grown fast but in unregulated manner.
- The generic factors are the seven Cs and specific factors are more clearly identifiable by both the marketer and the person he or she trying to convince. Being a highly personalized service function dependent to a very large extent on the performance of the others.
- A successful travel service marketer is therefore, a professional who recognize the compulsions of the trade and is able to convince and satisfy their clients.

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TOURISM AND TRAVEL SERVICES

Railways Service Marketing

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Introduction

- Indian Rilways always worked on the premise that there is no competition for their services. They also felt that there is no need for marketing for them as the demand for their services is much higher than the capacity. Nonetheless, Indian railway is competing with other modes of transport. As far as Railways service is concerned pricing is major element which needs to be updated from time to time. The other marketing factors have a limited scope because of semi-monopoly of Indian Railways and the demand -supply syndrome.

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The Influencing Factor

Keeping in the mind of semi-monopolist nature of rail transport and the objectives of a social welfare of a social welfare state, there are four aspects which have to be kept in mind while devising freight rates and passenger fare structure.

- **Requirement of the developing economy:** Transport infrastructure plays a vital role in the industrial, economic, and social development of a country. Amongst the various modes of transport, our country has to rely more and more on rail transport. Since limited resources are available, the Railways will have to meet the requirements mainly from internal generation of funds. Our pricing policy has to keep this in view.

- **Importance of making the Railways financially viable:** Railways can be considered to be financially viable if four major conditions are satisfied. First, adequate fund for maintenance of assets and ensuring good service quality. Secondly, there should be enough provision for timely replacement of overage assets. Thirdly, appropriation of the pension fund on scientific actuarial calculation. Lastly, Railways should ensure fare return on investment.

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The Influencing Factor

- **Interest of the common man:** certain social services to be provided by the state are surely more important to a common man than having public utilities to be subsidized by the general revenue. Common man spent a small percentage of their annual cost of living. The interest of the common man will, therefore, be served better by making the passenger service pay for themselves rather than subsidises the same.
- **Possibility of increased services:** In fixing the administrated price the level of efficiency of the organization can't be ignored. However, it should keep in mind that Railways are not an island by themselves and while deciding upon the desirable efficiency level, overall social environment prevalent in the country should not be lost sight of.

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Summary

Railways have to play an increasingly dominant role in the transport sector to satisfy the need of developing economy. Interest of common man will be served better if the public utilities are properly paid by its users. The freight rates and passenger fares for transportation of goods and passengers should not be less than long-term marginal cost. The Railways should not have a 'cost plus' approach and all possible measures must be taken to achieve highest possible efficiency and productivity of resources.

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TRANSPORTATION AND LOGOSTICS SERVICES

Multimode Freight Transportation Services Marketing

APRIL

Introduction

- In India freight transportation is dependent mainly on railways and roadways. At a macro level, the demand of freight and transportation services has always exceeded the supply, in recent years there is a growing awareness of utility of logistics management and the economics of transportation, speed and quality of services, which have all made substantial impact on it. Freight and transportation service is an area where marketing for an individual good would tend to serve the goals of society and would thus qualify to be termed as social marketing.

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The Environment

Detailed analysis of demand generators and the supply providers would have been required to analyze current business and the changing environment.

- ***Demand for multimodal transport services***

  There are three main elements constituting the demand for multimodal transport services for non-bulk commodities in India. First of these relate to the requirements of moving export/import cargoes between production centers and gateway port either by road or rail-road combination. Second component relates to movement of domestic cargo, either by road or rail or by a combination of both. Third component refers to the demand for carriage of other country's cargo during their haul between sea port and the land border post.

- ***Supply for multimodal transport services***

  Despite the awareness of conception and realization of benefit of multimodal transport services, there has been virtually no follow up in the field of development of optimal transport mix till recently. The railways have reigned supreme in the field for a very long time, but now government is looking for some other options such as water and road-rail link transportation.

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Crucial Decision-Makers

- Customers such as sender, receiver or intermediaries
- Transportation service providers
- Government

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Formulating a Marketing Plan (5Cs)

- **Confines of the enterprise:** An enterprise needs to define its mission statement clearly. It should also crystallize business objectives, policies and commitments in different timeframes.
- **Competence of the enterprise:** This is necessary to define the service packages the enterprise intends to offer revealing a thorough understanding of the market-of both customers and competitors.
- **Customization-capabilities of cashing on the opportunities:** Next step would be to do SWOT analysis to asses self capabilities of chasing in on the opportunity. The enterprise would need to position itself in the market with differential and customized packages.
- **Coordination and cohesion:** the foregoing discussion should provide adequate clues for a successful marketing thrust, thereby facilitating focus of effort in short, medium and long-term plans. The plans would have to be based on market research and collection.
- **Competing through quality:** Best technical and functional quality services have to be assured so that the enterprise can find and attract customers in the market-place.

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Summary

The strategies for marketing the multimode could then be framed and definite marketing programmes evolved in the form of contractual relationship and differential pricing. This requirment is emphasizing the use of transportation services as a variable for creating competitive advantage as it offers maximum potential to gain a unique differential advantage in contrast to all other element of the marketing mix.

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TRANSPORTATION AND LOGOSTICS SERVICES

Courier Services Marketing
The speed post experience

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Introduction

- Till 1980, every one of us was dependent on the post Office for mail transfer. But then private players came to relieve from total dependence on the post office and to deliver the documents faster and safer.

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Marketing Strategy of Speed Post

In this growing market, the marketing strategy should be aggressive. In a fast growing market it is the leader who takes the initial advantages but the market remains so unsaturated that even the immediate followers make a lot of profit.

The product

Though Speed post is a part of the product mix offered by Department of post, it is unlike all other products in the product mix, or in the same product line. The Department of Posts offer different product-lines such as mails, savings, insurance, money order, parcel, money order, speed post and business reply card. Speed post is the only product which is in direct competition with private player and one of the few revenue earning products of the department of posts. Speed post itself is a brand name of the EMS International service.

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Marketing Strategy of Speed Post

Pricing

The price an organization might charge will lead to a different level of demand and will thereof have a different impact on its marketing objective. The initial decision on pricing was based on the concept of going rates and cost plus pricing. Till today the pricing strategy for speed post has remained unchanged. In future, pricing strategy for speed post can be selected either on the basis of mark-up pricing or the going rate.

Place

Speed Post has domestic stations, international stations, extension centers and points to links its network. Beside these Speed Post also has contractual arrangements with thousand of firms. The contractual agreement is made with those who have regular traffic either daily or with a fixed periodicity for the station to be served.

Promotion

Speed post has to develop a picture of “desired image” in contrast of “current image”; an image building exercise is being taken separately by the department as such. Speed Post is using print media, television, film, video tape, hoardings, billboards, signs, and posters as its communication channels.

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Marketing Strategy of Speed Post

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Summary

The Indian Postal Service has always had an image of solidarity and omnipresence. In modern times, with increasing demand for faster and guaranteed delivery, and introduction of “just-in-time” concept in the communication world, private courier companies have had a field day. The courier market has become more and more specialized with the introduction of increasing elements and facilities. Speed Post has chalked out a clean market strategy for itself. To improve its operation, speed post plans to introduce hi-tech automation which ensure a professional and customer oriented atmosphere inside its office.

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TRANSPORTATION AND LOGOSTICS SERVICES

Marketing Logistics Services
Pipelines

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Introduction

Pipelines are the lifelines for any country. The pipelines carry crude and petroleum products from far off place to the end users. Pipelines related products, i.e., coating/pipe /induction blends are required for pipelines and refinery projects.

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Marketing Strategy

Pipeline industry has the oil and gas companies as the sellers and the consumers are actual users. There is always demand and supply gap. Therefore this industry, even if the product is not marketed, will still have buyers. In this industry 4P's of marketing are not relevant since demand is always there. Now a new system has been introduced in which logistics is created, owned and operated by a contractor for a fix period of time and subsequently handed over to the company. This system is called BOOT (Build, Own, Operate, and Transfer).

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4P's of Logistics Services Pipelines Marketing

- Project
- Persuasion
- Patience
- Price

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Summary

- The pipelines are the lifeline of any country; it is the pipeline, which carries the petroleum product near to the end user from far off refineries. The major utilization of pipelines is by oil and gas companies in exploration, refinery and distribution.

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FINANCIAL SERVICES

Marketing of Insurance Services

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Introduction

In India there is low level of penetration of life insurance compared to other developed nations. Low per capita income and low contribution of life premium in GDP and GDS (Gross Domestic Saving) are major reason for less penetration. Insurance industry is operated by Insurance Regulatory and Development Authority (IRDA).

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Marketing Mix in Insurance Services

- **Product:** Insurance is a contract for payment of a sum of money to the person assured on the happening of the event insured against. There are two categories of insurance life insurance and general insurance. General insurance includes fire insurance, motor insurance, health insurance crop insurance etc. Insurance, even more than banking, is a volumes game.

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Marketing Mix in Insurance Services

- **Pricing:** There are three main factors used for determining the premium rates under a insurance plan are:
  - **Mortality:** The average rate of mortality is one of the main considerations when deciding upon pricing strategy.
  - **Expenses:** Processing cost, infrastructure cost, commission to the agents, registration costs are major cost which companies consider before premium determination.
  - **Interest:** If the interest rate provided by Insurance Company is more than interest provided by banks and other financial institution, then only people will prefer to invest in insurance. So, interest rate is crucial factor while determining price.

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Marketing Mix in Insurance Services

Place

Distribution is a key determinant of success for all insurance company. Direct and indirect both distribution channels have been used to reach consumers. Now-a-days E-insurance and M-insurance are the new channels for service delivery which has replaced distribution through third party or agents.

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Marketing Mix in Insurance Services

Promotion

Promotion becomes crucial marketing strategy in competitive insurance industry. Personal selling is most important tool used as promotion strategy. Advertisement, public relation, sales promotion, direct mail and internet are the other components of promotion mix.

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Marketing Mix in Insurance Services

People

- Strong relationship with intermediaries
- Use of information technology
- Agents
- Training and development of employee
- Sales team
- Frontline and operational personnel

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Marketing Mix in Insurance Services

Process

- Online and offline
- Customer friendly
- Easy and convenient to consumer
- Complex documentation
- Terms and conditions

Physical evidence

- Branch
- Logo
- Signage
- Website

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Summary

A number of concerns are there regarding the opening up of the insurance sector. But most of them seem to be unfolded. National interest lies in increasing the penetration of insurance products, increasing the retention of premium and mobilization of resources for infrastructure development.

Competition will develop a better understanding of consumer requirement leading to more customized products for market place. Now insurance companies are collaborating with banks for selling their products. They also come with online insurance by introducing mobile application and websites.

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FINANCIAL SERVICES

Bank Marketing
Market Research and Indian Banks

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Introduction

Marketing was always considered not to be a banker's cup of tea. However, after liberalization it is considered to be an integral management function. Bank marketing is the aggregate of functions, directed at providing services to satisfy customer's need and wants, more efficiently than competitors', keeping in view the organizational objectives. Marketing is equally applicable to achieve commercial as well as social objective of banks.

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Marketing Function

- **Market Research:** Marketing begins with information about the market in which bank operates. It is an essential tool of marketing for effective planning. It consists of research about customer needs, competitor information and market share. Most of the market research studies were conducted for internal use and no formal reports were prepared.
- **Product Development:** Appropriate products to meet consumer's financial need.
- **Pricing of the services**: Pricing policy, promotional strategy and distribution system is as per the guidelines of RBI. At the same time, looking for opportunities to satisfy the customers better.
- **Developing market orientation:** Customer-consciousness of 'Personnel' through training.

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7P's of Bank Marketing

Product

- Deposits
- Loans
- Consultancy
- Insurance
- Investment
- International banking
- DEMAT Account
- Online and mobile banking
- Mobile wallet
- Credit and debit card

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7P's of Bank Marketing

Price

- Interest rate
- Consulting fees
- Commission
- Service charges

Place

- Branch
- ATM
- Online banking
- Mobile banking

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7P's of Bank Marketing

Promotion

- Advertisement: TV, radio, movies, newspaper, hoardings, magazines
- Publicity: road show, awareness seminar, sponsorship
- Sales promotion: gift cards, discount, cash back.
- Personal selling

People

- Frontline personnel
- Operational personnel
- Sales team
- Customer support team

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7P's of Bank Marketing

Process

- Opening an account
- Banking services
- Feedback

Physical evidence

- Branch
- ATM
- Signage
- Billboards
- Employees' dress code

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Summary

Indian banking sector has been slow in adopting the modern marketing knowledge to their advantage. They were not clear about scope and dimension of marketing and importance of market research. But technological development and increasing competition have forced banks to adopt innovative marketing strategy. Now banks are providing better services through internet. Online banking and mobile banking is the new channel by which banks are in touch with consumers.

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FINANCIAL SERVICES

Housing and Financial Intermediation

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Introduction

Housing has been identified as a priority sector by the Indian Government. Economics of housing and housing markets have been studied only very recently. Housing, accounts for one of the largest components of the wealth holdings of household in developing countries.

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Policy Perspective: The concept of networking

While housing finance remains a primary activity, years of experience suggest that a housing finance institution would require to keep in mind a critical attribute, real estate information. The second major link between developers and financial institutions in the field of short term bridging finance. Link between formal financial institutions and informal local level networks would be critical.

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Summary

The initial basic requirement for an emerging structure would be access to a resource base. A future system would need to ensure that it was designed to be sufficiently robust and have the most lasting impact on real development of housing activity.

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FINANCIAL SERVICES

Portfolio Management Service Marketing

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Introduction

Portfolio services are those services offered to investors with a general responsibility to maximize returns. Portfolio Management Services (PMS) refers to the services provided to investors wherein the agency takes the responsibility of using the fund effectively for maximum results.

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Types of PMS

The PMS can be classified into three types. These types, however, in accordance with RBI guideline, do not guarantee the safety as well as return on investments.

- **Non-discretionary PMS:** This service is targeted towards investors who would like to make their own decisions regarding use of their fund.
- **Delegated Investment Management:** This service is for client who would leave the management of their portfolio to the firm.
- **Optional:** Providers offer a non-discretionary PMS in the beginning and as it gains expertise, it can offer any of the above two types stated above to the clients depending on their choice.

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Service Marketing Implications

In order to create a distinction in the market, the portfolio manager has to perform three major tasks:

1. Designing service strategy: The service strategy of a PMS has to aim at satisfying two major expectations –credibility and professional relationship. The strategy of a PMS should focus not only on the service provided and the clients but also towards its employees.

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Service Marketing Implications

2. Tangiblisation of PMS: In order to create enough transactional trust in the investors, the firm has to tangiblise its services through many ways such as; a well-equipped information processing technology, membership identity, ambience at the premises and tangiblisation process.

3. Developing Service System: In a PMS operation system comprise three parts: Research and analysis, brokers, and custody function. The success of a PMS depends on robust, reliable and user-friendly system.

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Service Marketing Mix

- **Product:** Share, bonds, mutual funds, investment consultation, tax benefit fund.
- **Price:** Brokerage, service tax, stamp duty, custody charge, discount, processing fees.
- **Place:** Internet, telemarketing, brokers, agents, sales force.
- **Promotion:** advertisement, direct marketing, personal selling, social media.
- **People:** employees, agent, customer support, research team, sales team, customer.
- **Process:** offline and online, standard, less complex
- **Physical evidence:** Documents, office location, office environment.

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Summary

The PMS industry today is about to take a gigantic leap. As the competition will grow, it will require higher value addition and more customized services. In order to achieve this PMS will have to develop a robust service system.

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FINANCIAL SERVICES

Factoring Services Marketing

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Introduction

Factoring is a financial service covering financing and collection of receivables in domestic as well as international trade. It comprises of four main functions:

1. Providing finance against bills receivables and trade debt.
2. Undertaking sales ledger administration responsibilities
3. Providing debt insurance facility to client
4. Offering relevant consulting services

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Management Issues

It is to be appreciated that just an organization itself is not sufficient to launch successful factoring services. A proper policy for better management is required, which have these issues:

- **Types of services to be offered:** Many variations of factoring are prevalent throughout the world. Full service factoring, with resource factoring, invoice discounting and agency factoring are some of them. It is a challenging job for organization to offer a particular type of service as they cannot provide all services at a time and every service has advantages and disadvantages.

- **Price to be charged:** The pricing of factoring services primarily comprises of two components (a) administrative cost and (b) discount charge. Pricing should be competitive and also provide profit margin.

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Marketing of factoring services

The factoring organization has to study the market in order to facilitate arriving at right decision about marketing strategies. Marketing of the factoring services essentially involves a study of the market, consumers, competitors and price.

- The market
- The consumers
- The competitors
- The price

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Summary

Factoring services have a bright prospect in India. Their success will largely depend on how the factoring organization manages and markets its services. The market scope is high as there are number of small and medium size organizations, which can benefit from these services.

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FINANCIAL SERVICES

Mutual Funds Marketing

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Introduction

There has been a significant expansion of the Indian financial sector in terms of scope and content during the last decade. Mutual funds are an important link between saving and capital market. Diversified investment reduces overall risk of investors. Generally, people do not want to invest in share market because of risk and they have sparse knowledge about share market trend. For those people mutual fund is the best option, which diversify the investors risk and require little market knowledge. One can choose lump sum investment or systematic investment plan as per their requirements.

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Types of Mutual fund

On the basis of redemption period

- Open ended: without fix date of redemption
- Close ended: fixed date of redemption

On the basis of benefit

- Equity funds
- Fixed Income funds
- Money market funds
- Balance fund
- Index fund
- Specialty fund
- Fund-of fund

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Elements of Mutual Fund Marketing Mix

Marketing of services has been considered the most vital area of operation of mutual fund industry in view of keen competition. Mutual funds have an important role in educating investors.

- **Product:** quality, design, range of services.
- **Price:** price of units, rate of incentive, and commission of agents/brokers.
- **Place:** Direct to customer or through intermediaries like agents, brokers.
- **Promotion:** advertisement mix, internet, road show.
- **People:** employees, agent, customer support, rewards.
- **Process:** offline and online, standard, less complex.
- **Physical evidence:** Documents, policy, certificate.

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Summary

Saving market is growing and so is the need for financial services of mutual fund. An effective marketing research and careful product planning supported by the desired customer service can help in marketing mutual funds successfully.

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INFORMATION TECHNOLGY SERVICES

Information Technology Services Marketing

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Introduction

The growth in information technology (IT) industry is perhaps the fastest of all. Within a span of a decade or so it has become a multi-billion dollar industry. There are small and big players in this industry, each one is trying to carve a niche for itself. So, marketing plays crucial role in this industry.

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Marketing IT: Some Issues

- **Lack of infrastructure:** IT has suffered from a lack of infrastructure. Hardware has not always been available, especially in India, as it required licensing and other government approvals before installation.
- **A multi-faceted product:** IT being a product and service of recent origin, is perhaps still adjusting in the world of traditional marketing.
- **Large product range:** marketing of IT is complicated by the large product range such as, games, business tools, financial application, utility applications etc.
- **Software dominance:** If IT service provider was to sell a machine, it was expected that software and services would be woven around the machine and users took essentially what was given to them.

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The Emerging Marketing Mix

- **Application software:** Application software belongs to that segment of the market which merges IT applications with specific sector segments such as, banking, financial service, mining, power, steel, transportation and ports.
- **Professional services:** Professional services involve offering a variety of skills, specific to an individual, which can be utilized on projects.
- **System Integration:** A specialized segment of the industry comprises integrating systems and provides what are commonly known as turnkey solution.
- **Maintenance Services:** Maintenance services entail providing services for maintaining existing hardware and software.
- **Education and Training:** Quite naturally, shortages in the IT industry have made manpower critical. Training has become a very crucial component of the product mix.
- **Technology oriented application:** The industry has had a history of advancement into different technologies. The explosion of technology in different field makes it extremely difficult to keep track and invest in all technologies.
- **Software Packages:** Software packages segment of market is very competitive and given to fast change.

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Summary

A set of above seven elements were found to be utmost importance for such organizations. Application software, Professional services, System Integration, Maintenance Services, Education and Training, Technology oriented application, Software Packages, etc. are considered to be significant. Education and training has been seen as one of the major elements of the marketing mix.

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INFORMATION TECHNOLGY

Telecom Services Marketing

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Introduction

The Indian telecommunication industry has been zooming up at a fast pace. India has second largest wireless network with 1 billion subscribers. There is substantial urban (148.03%) and rural (50.95%) mobile penetration in India. There are so many big players in this market leading to increase the competition. This industry is regulated by Telephone Regulatory Authority of India (TRAI).

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7P’s of Telecom Services

- **Product**

  Pre paid

  Post paid

  Broadband

  Internet data (2G, 3G, 4G)

  Value added services

  Roaming

  Digital

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7P’s of Telecom Services

- **Price**

  Cheapest price rate

  Customer based pricing strategy

  Controlled by TRAI

  Flexible pricing

  Prepaid and post paid

NPTEL

7P’s of Telecom Services

- **Place**

  Wide and extensive coverage including rural areas

  Customer care touch point

  Distributors

  Online

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7P’s of Telecom Services

- **Promotion**

  Advertisement

  Sales promotion

  Direct marketing

  Digital stores

  Digital hoardings

  Sponsorships

  Public relations

  E-mail

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7P's of Telecom Services

- **People**

  Customer care services

  Call centers

  Depend on employees

  Distributor's management

  Reward and recognition

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7P's of Telecom Services

- **Process**

  Easy accessibility

  Documentation

  24*7 customer support

  Feedback

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7P’s of Telecom Services

- **Physical evidence**

  SIM Card

  Data connector

  Service outlet

  Recharge vouchers

NPTEL

Summary

In telecom industry there is very tough completion. New entrant, Reliance *Jio* has changed the structure of the market. There is fall in call rates and data charges. Because of operator portability, it is very difficult for service provider to maintain customer base. Innovative marketing strategies are required to reduce customer churn.

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NPTEL

INFORMATION TECHNOLGY

Computer Networking Service

The Internet Experience

NPTEL

Introduction

- Though many presume the internet to be a fairly recent phenomenon, it actually started in late 1960's. However, until the early 1990's, few people actually used the internet for anything even remotely resembling business. In 1993, things changed a lot with the introduction of a new technology called World Wide Web.
- Internet as a communication medium and as a repository of information has caught the imagination of computer users.

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Internet Marketing

Marketing on the internet is a low cost strategy for establishing a brand and increasing sales volume. Mainly there are four forms of services provided by Internet to marketers:

- Sales and services
- Customer support
- Communication
- Payments and settlement
- Marketing research
- Feedback

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Marketing Plan on Internet

- Define objective and target audience
- Evaluation of manpower and recourses
- Research the web site(s)
- Acquire HTML
- Outline structure of home page
- Appropriate outside link identification
- Prepare internal documents
- Web page creation
- Testing and enhancement of website
- Maintain website

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How to make it successful

- Need evaluation
- Define objective
- Ensure organization support
- Team formation
- Formation of detailed specification
- Identification of internet service provider
- Blueprint development and promotion of web site
- Update site and keep eyes on feedback

NPTEL

Summary

In India there is less development in the area of internet infrastructure. In rural area there is less internet connectivity. Development of information technology and government policy for Digitalized India has given boost to the industry. Now big players are entering the market.

NPTEL

MEDIA SERVICES MARKETING

Marketing of Media Services

NPTEL

Introduction

Now-a-days media plays crucial role in promotion and positioning product and services. In the era of digitization media, especially social media play important role in branding. Service providers use media to provide information and consumers use it for providing feedback.

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Classification

- **Print:** Newspaper, magazine, flyers, posters and brochures, Sky writing, Wall panting etc.
- **Broadcast:** Radio, Television, Film, Internet, Websites, Satellite and Cable etc.

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Media Services Marketing Mix

- **Product:** Core product is content which is modified by service provider according to consumers psychology and nature of the products.
- **Price:** Pricing is decided by broadcaster and it depends on timing, space and frequencies of the advertisement.
- **Place:** Media service can be distributed either offline or online.
- **Promotion:** Good content is best advertisement for this industry. Word of mouth and public relations are popular methods for communication.

NPTEL

Media Services Marketing Mix

- **People:** People help organization in increasing brand loyalty and to achieve objectives.
- **Process:** Process is combination of thee main elements:
  - Planning and scheduling
  - Technology
  - Feedback
- **Physical evidence:** Content, brand image, technology, related media personalities and logo are the basic elements of physical evidence.

NPTEL

Steps in Media Planning

- Study of target audience and its media preferences
- Internal analysis
- Setting objectives
- Media strategy formulation
- Channel selection
- Decision on timing, space and frequency
- Final proposal
- Post campaign review

NPTEL

Summary

The face of media services has changed over the years. Evolution of media services has happened in print, radio, television internet and social media. Now every organization is using media services as a platform to promote their product and services. Content is the key for success in media services, so it should be developed and provided as per tastes and requirements of consumers.

NPTEL

MEDIA SERVICES MARKETING

Newspaper Marketing

NPTEL

Introduction

There is a debate as to whether newspaper is a product or service. However, consumers purchase it for content and information value not for tangible features. So it is categorized as service industry. India is largest news paper market in the world with more than 6700 publications and more than 300 million consumers. It is published in Hindi, English, Urdu, and other local languages.

NPTEL

Types of News paper

- **On the basis of Frequency:** daily, weekly, bi-monthly and monthly.
- **On the basis of language:** Hindi, English, Urdu and local language.
- **On the basis of coverage:** International, national, regional and local.
- **On the basis of format:** Printed copy newspaper and electronic newspaper.

NPTEL

7P's of Newspaper Marketing

- **Product:** Content is the key product for newspaper industry. Information related with international, national, regional, business, science and technology, sports and entertainment events are the major source of content. Classified information and advertisement related to specific product is also available.

NPTEL

7P's of Newspaper Marketing

- **Price:** Pricing policy of this industry is different from other industries. Unlike other product, price in not determined by adding a markup on costs. Rather they have to make up deficit in pricing and realize the target profit with advertisement based revenue.

NPTEL

7P's of Newspaper Marketing

- **Place:** Newspaper sales involve distributing highly perishable products under severe time constraints. The circulation is normally through salesmen appointed by distributors, who in turn pass it on to the hawkers. Hawkers or vendors are the last link in distribution channel. Responsiveness, teamwork and efficiency play crucial role in distribution of newspaper.

NPTEL

7P's of Newspaper Marketing

- **Promotion:** Marketers use personal selling for collecting responses; direct marketing for web edition; advertisement to increase product image and public relations to enhance corporate relationship. Promotion expenses can be shared by channel members or it may be borne by a specific channel member only.

NPTEL

7P's of Newspaper Marketing

- **People:** Agents and other channel members play crucial role in circulation of newspaper. For information collection and content develop-ment well qualified personnel is required.
- **Process:** Content creation, publishing, dis-tribution and consumption are main elements of newspaper marketing process.

NPTEL

7P's of Newspaper Marketing

- **Physical evidence:** Color, size, printing quality and paper quality are the major elements of physical evidence which provide tangible ques to consumers for judging newspaper quality

NPTEL

Summary

Newspaper is one product, which sells below its cost and loss is compensated by advertisement. However, if the sales volume is less then no one will advertise in a particular newspaper. Modern day marketing activities and e-newspaper emerges as major challenge in front of marketer.

NPTEL

MEDIA SERVICES MARKETING

Broadcasting Services Marketing

NPTEL

Introduction

Broadcasting is the distribution of audio and video content via radio, television or other media channel. Indian broadcasting industry is the largest industry in Asia. More than 900 channels of different genres such as entertainment, sports, news, business, and religious are available in India. Channels are available in Hindi, English, Urdu and other regional language such as Punjabi, Marathi, Tamil, Telgu etc. There are many radio channels also available for dispersion of audio content.

NPTEL

7P's of Broadcasting Service Marketing

In broadcasting services first three **P's; product, promotion and place are decided through content only**. Content is in audio or video form as per emotional responses of the audience.

- **Price:** Major revenue comes through advertisement. Some amount is charged to customer in the form of subscription fees in case of video broadcasting. Pricing is controlled and monitored by Telecom Regulatory Authority of India (TRAI). Rate of advertisement is decided based on popularity of show, time, frequency and specific occasions.

NPTEL

7P's of Broadcasting Service Marketing

- **People:** people are very important in this industry for positioning and in developing perceived differentiation. Personality related to any broadcaster is representative of brand image.
- **Process:** Planning and scheduling of the program are the major element of the process. Technology plays crucial role and feedback of the viewer or listener is very important.
- **Physical Evidence:** Logo, promo and personality related with broadcasting services are crucial elements of physical evidence. Technological advancement and content itself is also related with it.

NPTEL

Summary

Broadcasting industry has grown very fast and competition is increasing by the day. Success factor in this industry is viewership and advertisement. Content plays crucial role in the success of any broadcasting service providing organization. Effective marketing, internal and external marketing and broadcasting infrastructure are the key success factors.

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HEALTH CARE SERVICES

Hospital Services Marketing

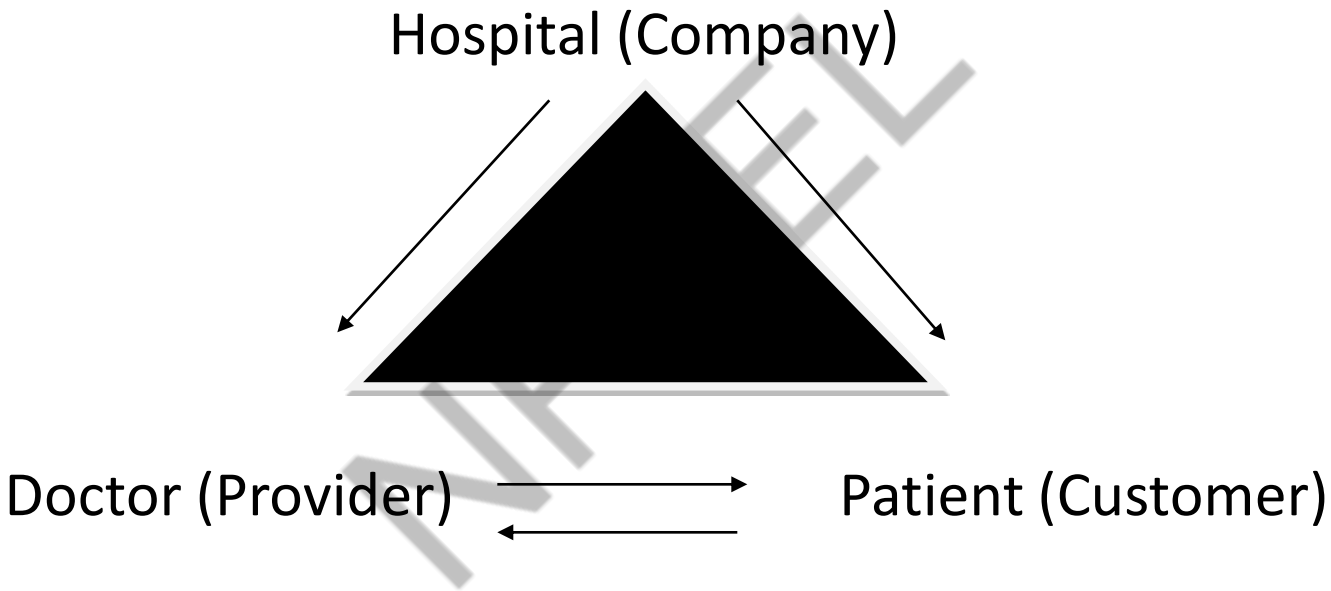
NPTEL

Introduction

Healthcare industry is an intensive form of service which is related with human well being. Hospital industry is related with social marketing. Apart from government hospitals, there are so many private players in this industry. It covers consultation, medicine, and health equipments.

NPTEL

Service Triangle



NIFEL

7P's of Hospital Service Marketing

Product: consultation is the core product in this industry. In addition to consultation, diagnosis, treatment, casualty, ambulance, emergency service and pharmacy are also provided by hospital.

Price: pricing is crucial factor in hospital for a particular treatment. There are different price for different class in hospital.

- **Super deluxe class:** AC, Single occupancy, TV, Fridge, Tea, Phone, Attached bathroom, highest cost**.**
- **Private class:** Twin Sharing and other facility same as above class.
- **Cubical class:** Partitioned bed in a big room.
- **General class:** many beds without ant partition, no AC, least cost.

NPTEL

7P's of Hospital Service Marketing

Place: distribution of hospital services play a crucial role in marketing mix. Location of the hospital and connectivity of the hospital are the important elements. Hospitals should avoid inconvenience and atmospheric pollution. Adequate and fast transportation and communication facility is also required.

NPTEL

7P's of Hospital Service Marketing

Promotion: There are two types of promotion strategy is used in hospital marketing

- **Personal promotion:** Word of mouth and public relation.
- **Impersonal promotion:** Press release, advertisement, hoarding, Wall painting and Internet.

People: doctors, nurses, supporting staff, manager, receptionist and pharmacy staff are the elements of it. Specialized knowledge is required to perform their duties effectively.

Physical Evidence: In this industry physical evidence can be in the form of buildings, pathology labs, pharmacy centre, logo, lifts, dress code etc.

NPTEL

7P's of Hospital Service Marketing

Process: There are two types of process in hospitals:

Outpatient

- Meeting the doctor
- Diagnosis
- Treatment
- Medication

Inpatient

- Pertinent arrival
- Registration
- Diagnosis
- Treatment
- Future action related suggestion
- Discharge and Payment

NPTEL

Summary

Hospitals industry is a fast growing industry in India and now big brands have entered in the market. Among the service mix, people is the most important element as specialized knowledge is basic and most important requirement for better treatment of the patients.

NPTEL

HEALTH CARE SERVICES

Marketing the Medical Transcription Services

NPTEL

Introduction

Medical transcription service is an allied health profession. It is process of transcription or converting voice-recorded report in to text form as dictated by healthcare professionals. It includes patient history, lab reports, x-ray report, operative reports etc. It is of use by physicians for future review.

NPTEL

Benefits of Keeping Record

- Increased productivity
- Accuracy in documentation
- Improved reimbursement
- Better communication
- Legal document

NPTEL

Process

- Doctor visits patients
- Doctor dictates information on telephone
- Voice recorded and downloaded by medical transcriptionist
- Text file transcribe
- Checking transcription
- Make required change
- Final reports submitted to hospital

NPTEL

7P's of Medical Transcription Services

- **Product:** usefulness and easy accession of the reports is the core product. Accuracy and quality assurance is required in file preparation.
- **Place:** It is distributed through internet. Transcription can be viewed by doctor on the server.
- **Price:** price depends on quality and quickness of the service performance. Salary of the transcription personnel and technology cost are the major elements of total cost. Hospital can hire employee for it or can opt for outsourcing.

NPTEL

7P's of Medical Transcription Services

- **Promotion:** Advertisement and personal selling are crucial promotional technique in this industry.
- **People:** there must be well qualified expert personnel required. Good knowledge of different languages and medical terminology are basic skills required to perform transcription.
- **Process:** Report writing, billing, insurance and record keeping for further reference are elements of process.
- **Physical evidence:** Developed information technology infrastructure and customized report for every customer.

NPTEL

Summary

Medical transcription is a document that states the medical investigation report in electronic form. There is immense potential for medical transcription in India but it is not very famous as it has been viewed as technology oriented service. Technological advancement and accuracy in the reports are the key success factors. “People” is most crucial element among service mix.

NPTEL

PROFESSIONAL SERVICES

Consultancy Services Marketing

NPTEL

Introduction

Consultancy is act of giving an advice by an expert professional on a specialized area. In India management consulting is a growing field of endeavor. There are so many consulting services firms in India but most of them are technical consulting firm.

NPTEL

Capabilities of Management Consultancy

- Market knowledge
- Interpersonal and communication skills
- Consulting competency
- Ability to work in changing environment
- Ethics and values

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Principles of Consulting

- Regards the clients need
- Remember every client is unique
- Don’t misrepresent
- Don’t oversell
- Refrain from denigrating other consultants
- Never forget that it is a professional service
- High professional performance

NPTEL

Classification

- **IT-Consultants**
- **HR-Consultants**
- **Management Consultants**
  - Strategy consulting
  - Organization consulting
  - Change consulting

NPTEL

Consulting Skills and Tools (PRIMO-F)

- People
- Resources
- Ideas and innovation
- Marketing
- Operation
- Finance

NPTEL

Summary

In India marketing of management consulting requires special skills to meet the client from different culture and values. Creating reputation and providing quality services consistently are the major challenges in this industry. Skill and capability of the consultants are the key success factors.

NPTEL

PROFESSIONAL SERVICES

Advertising Services Marketing

NPTEL

Introduction

According To AMA “Advertising is paid form of non personal presentation of ideas, goods and services”. This industry is similar to consulting and IT services industry. The marketing of advertisement services is more complex than marketing of other services.

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6M's of Advertisement Service

- Merchandise
- Markets
- Motives
- Media
- Measurements
- Messages

NPTEL

Function

- Create brand awareness
- Maintain brand image
- Provide product information
- Persuade people to buy
- Provide brand reminders
- Reinforce past purchase

ARTEL

Key Players

- Advertiser (Client)
- Agency
- Media
- Supplier
- Audience

NPTEL

Summary

After the entry of advertisement agency in to the market, advertisement services has become a profession. Previous agencies worked on commission basis but now they get fixed amount of remuneration on a specific project. Content is the key success factor in this industry. Creativity and ethics are crucial element in developing brand image. Relationship marketing is the common marketing strategy use by agencies.

NPTEL

PROFESSIONAL SERVICES

Marketing Research Services Marketing

NPTEL

Introduction

Marketing research is crucial marketing function which helps marketers in strategy formulation. In every marketing function such as recognition of consumer need, segmentation, targeting, positioning, marketing mix decision, branding and performance evaluation, marketing research is required.

An organization can have their own marketing research department or they can take the services of marketing research firms. Organizations and companies prefer marketing research agencies because of specialized services and less cost. To cash in this increasing demand some firms are now providing customized services.

NPTEL

Recent Developments

- Tactical to strategic marketing research
- Crucial role in decision making
- High demand
- Expansion in new research area and market
- Thrust to qualitative research input
- Growth in independent agency
- Change in research process
- Big data analysis

NPTEL

Problems

These are the major problems faced by the industry:

- Heterogeneous audience
- Cultural diversity
- Diversity in languages
- Scarcity of skilled personnel
- Inadequate infrastructure development
- Attitudinal issues
- Problem with methodology

NPTEL

Summary

Marketing research is the base for all marketing activities. Any error in the research results can prove to be a big loss for the company. Marketing research firms should have specialization in marketing research and have skilled personnel. Now-a-days there is integration between organization and research firm. With true marketing orientation and greater professionalism, an agency can cope up with challenges and enhance their brand image.

NPTEL

PROFESSIONAL SERVICES

Retail Services Marketing

NPTEL

Introduction

With growing competition among consumer products, every company needs greater visibility in the market. Retail services provide a platform to the company to showcase their products and maximize their reach. Single brand retailing and multi brand relating are two types of retailing in India. Introduction of internet introduced a new era in electronic commerce. E-relating and m-retailing are the new face of traditional retailing. Retail market has significant contribution to Indian GDP. Retailers break the bulk and have direct link to customers in the distribution chain.

NPTEL

7P's of Retail Services Marketing

- **Product:** Product management, product features, branding, packaging, after sale service.
- **Price:** incentive, competitiveness, value for money, status, cost, profitability.
- **Promotion:** advertisement, sales promotion, public relation, direct marketing, internet.
- **Place:** channel management, retail distribution, agent, store location, retail logistic, and retailer image.
- **People:** staff capability, customer interaction, after sale service, internal marketing customer care representative.
- **Process:** order processing, database management, service delivery, queuing system, warehousing, after sale service.
- **Physical evidence:** store location, ambience, store management, food court.

NPTEL

Summary

Information technology development has changed the structure of retailing. Physical stores have been replaced by e-retailers. Retailing has major contribution in economic development. In single brand retailing many foreign players have made their presence in the market. However in multi brand retailing FDI is not allowed in India now. In India unorganized retailing has major stake in comparison to organized retail. Process play important role in physical retailing and promotion plays crucial role in online retailing.

NPTEL

EDUCATION AND EXTENSION SERVICES

Education Services Marketing

NPTEL

Introduction

Marketing of education services is a subject with wide coverage. It starts at the school age and matures into intermediate and higher education. Education is classified as a pure service with dominant intangibility content. Before understanding the marketing of education service, we have to understand education as service.

NPTEL

Education as a Service

- **Intangibility:** Education provides intangible benefits such as knowledge, aptitude, expertise and skills with the help of infrastructure and teaching equipment (Tangibles) and Faculties expertise (Intangible).
- **Perishability:** In education production and consumption are simultaneous activities.
  Inseparability: It is impossible to separate service from the service provider. Involvement of the teacher is an essential element of service delivery.

NPTEL

Criteria for Choosing Institution to Apply

- Reputation of institution
- Number of applicants
- Placement record
- Faculty
- Range of course offer
- Fees
- Infrastructure

NPTEL

Service Mix in Education Services Marketing

- **Product:** range, quality level, brand name, placements, training, workshop and seminar.
- **Price:** Fees, payment terms, discounts, scholarships, perceived value, other facility, placement record, ownership type (public or private).
- **Place:** Location, accessibility, online classes, distance education.
- **Promotion:** Advertisement, publicity, word of mouth, public relation, hoardings.

NPTEL

Service Mix in Education Services Marketing

- **People:** Teaching staff, non teaching staff, qualification, interpersonal behavior, personnel training.
- **Physical evidence:** Building, logo, library, lab, cafeteria, computers, teaching aids, Wi-Fi.
- **Process:** Registration, admission, online, regular classroom education, distance learning, examination, evaluation.

NPTEL

Summary

Education was never an important utility as it today. In this industry demand is always higher than supply, so many private players enter in this market to grab the opportunity. There is a big difference in the quality of education in government and private institutions. Marketing of Education services is social marketing but it grows rapidly and emerges as most profitable industry especially in the field of technical and professional education. People are the crucial element in this industry.

NPTEL

EDUCATION AND EXTENSION SERVICES

Training Services Marketing

NPTEL

Introduction

Training is providing or enhancing skills to perform a particular job. It is a crucial element of human resource management. In most organizations, there is training and development department. However there is significant increase in the number of independent training organisations. There is general assumption that training professionals are not good marketers. This may result in low pay and poor credibility. Training is providing or enhancing skills to perform a particular job.

NPTEL

Stages of Training

1. Pre-job
2. Induction
3. On-the-job
4. Basic specialized
5. Basic management
6. Specialized management
7. Top management

(Source: Taimni, K. K . *Training and development of human resources in cooperatives*, Sarin Bros., 1979.)

NPTEL

7P's of Training Services Marketing

- **Product:** Training method, duration of program, schedule, trainers, skills, teaching aids.
- **Place:** location, interactive video, online, classroom, on the job, off the job.
- **Price:** Budget, Fees, trainer cost, line manager cost, other expenses.

NPTEL

7P's of Training Services Marketing

- **Promotion:** personal selling, public relations, free seminar, workshop, mail and newsletters.
- **People:** trainer, supporting staff, personality and behavior of trainer, motivation, specialized.
- **Process:** need generation, training, evaluation, feedback.
- **Physical evidence:** training equipment, location, infrastructure, training materials.

NPTEL

Summary

Technology is changing at a fast pace, so proper training is required to cope up with uncertain changes in the environment. Trainer should be efficient enough to teach new knowledge in simple and effective manner. They have to move out of the activity trap and be result oriented. Trainers should promote training through seminars and interactive sessions. They should also equip with efficient training methods to satisfy need of the clients.

NPTEL

EDUCATION AND EXTENSION SERVICES

Agriculture Extension Services Marketing

NPTEL

Introduction

In India more than 75% population live in rural area and agriculture and agriculture related work are their main source of income. With the rapid growth in agriculture technology it is need of time to ensure availability of quality inputs and efficient distribution of output. Now-a-days modern agriculture technologies are replacing traditional methods of agriculture. To maximize agriculture output, latest technology must reach the farmers without much time lag. Indian Council of Agricultural Research (ICAR), NGO, Industry groups, rural development institutions and banks are major promoters of agricultural extension services.

NPTEL

Government Agricultural Extension Program

- Support to state extension program
- Establishment of Agri-clients and Agri-Business centers
- Kisan Call Centers
- Extension Educational Institutes
- Model Training Course
- Development of mobile application (like mkisan)

NPTEL

Agricultural Extension Services by Input Industry

Among suppliers fertilizer industry has major stake followed by pesticides and seed industry. They provide quality assurance services through sample analysis and promotional campaigns. Many input diagnostic centers have been established by them. These centers help in analysis of fertilizers, seeds and pesticides. These centers also help in production or procurement of theses inputs.

NPTEL

Extension Education services

- Demonstrations
- Mass contact activity
- Water management
- Energy mangement
- Livestock programs
- Strengthening input supply

NPTEL

Special Community Development Program

- Village adoption
- Gram Vikas project
- Watershed development project
- Farm forestry projects
- Farmers community centers
- Farmer integration program
- Special Projects

NPTEL

Summary

Agricultural extension is a national priority supported by related industries and NGO. With the advancement of technology free flow of information about it required. Government has introduced many programs to enhance farmers technological knowledge. As farmer is lacking information, agricultural extension services promotion is the crucial element among all.

NPTEL

PUBLIC SERVICES

Social Marketing or Public Services Marketing

NPTEL

Introduction

The term social marketing was introduced in 1971. Social marketing is an approach toward maintaining people's behavior for the benefit of individual and society as a whole. Practically, public service marketing and social marketing are similar. It is increasingly relevant for developing markets.

NPTEL

Process

1. Problem identification
2. Objective setting
3. Market segmentation
4. Consumer analysis
5. Marketing strategy development
6. Implementation
7. Evaluation

NPTEL

Social Marketing Mix

- **Product:** People must believe that there are problems that need to be solved. Practices, ideas, consultation and service are the main elements of product.
- **Price:** consumers must do or pay either in terms of money, effort, time and any other resources.
- **Place:** Government offices, mass media campaign, websites, electronic or mobile applications.
- **Promotion:** Television, Internet, Radio, posters, pamphlets, direct mail, newspapers.

NPTEL

Service Marketing Mix

- **Product:** Share, bonds, mutual funds, investment consultation, tax benefit fund.
- **Price:** Brokerage, service tax, stamp duty, custody charge, discount, processing fees.
- **Place:** Internet, telemarketing, brokers, agents, sales force.
- **Promotion:** advertisement, direct marketing, personal selling, social media.
- **People:** employees, agent, customer support, research team, sales team, customer.
- **Process:** offline and online, standard, less complex
- **Physical evidence:** Documents, office location, office environment.

NPTEL

Additional marketing mix

- **Public:** External group (Target audience, policy makers, gatekeepers), Internal Group (Sales team, training team).
- **Partnership:** Collaboration with other community organization (which has similar goal) is required to increase accessibility and demand. Major collaborative organization could be local or national women's groups, corporate sponsors, medical organizations, service clubs or media outlets.
- **Policy:** In changing environment it is difficult to motivate individual behavior change in long run. So, policy should be dynamic and media advocacy program can be effective complement to a social marketing program.
- **Purse string:** From where we will get fund for program? It could be funded by government, foundations, different statutory body

NPTEL

Summary

Social marketing is related with marketing of social issues. Failure in social marketing has big impact on society so social marketing is very crucial. Numbers of social issues such as environmental protection, social forestry, energy conservation, quality of life, housing, literacy are relevant for social marketing.

NPTEL

PUBLIC SERVICES

Religious Services Marketing

NPTEL

Introduction

Religious service marketing is a kind of non-profit marketing. In religious marketing there are two schools of thought, one is theologians and other is marketer. Both have their own view regarding implementation of marketing in religious sphere.

NPTEL

Criticism

- Wastage of money
- Acts as an instruction in individuals life
- Manipulating
- Against the spirit of leadership
- Violate religion
- People have faith on religious message
- Win-lose principle is practiced
- Customer orientation

NPTEL

Summary

Religious marketing aims to contribute in social and economic development. Although many people have criticized it on different grounds, there is scope of growth in this area in near future.

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