



SERVICES MARKETING: INTEGRATING PEOPLE, TECHNOLOGY, STRATEGY

PROF. ZILLUR RAHMAN

Department of Management
IIT Roorkee

PRE-REQUISITES : Marketing Graduate

INTENDED AUDIENCE : MBA, MIB, MCom. with Marketing Specialization

COURSE OUTLINE :

The size of the service sector is increasing in virtually all countries around the world. This course is designed in response to this global transformation of our economies towards services. This course provides a comprehensive review and analysis of service marketing issues, practices, and strategies. Through this course we will learn how service businesses should be managed to achieve customer satisfaction. In addition to studying key concepts, organizing frameworks, and tools of service marketing, you'll also be introduced to a wide array of organizations from around the world especially India. From their experiences, you can draw important lessons on how to succeed in increasingly competitive service markets. Learning about the distinctive characteristic of services and how they affect both consumer behavior and marketing strategy will give you important insights- and perhaps create a competitive advantage for your own career. .

ABOUT INSTRUCTOR :

Prof. Zillur Rahman is Professor at the Department of Management Studies, Indian Institute of Technology, Roorkee. He received his B.Sc. (Hon.) Mathematics, MBA and Ph.D. from Aligarh Muslim University, India. Dr. Rahman has more than 20 years of experience in academia. He has delivered research talk in many countries including USA, Switzerland, Germany, France, Italy and Turkey. He has published research papers in reputed international papers including the Journal of Service Marketing, International Journal of Contemporary Hospitality Management, Journal of Cleaner Production, Telematics and Informatics, among others. Prof. Rahman is recipient of Highly Commended Paper in Emerald Literati Network Awards for Excellence, 2016. Prof. Rahman is also the recipient of Commendable Faculty Award in the domain Business, Management and Accounting, 2018.

COURSE PLAN :

- Week 1:** New Perspectives on Marketing in the Service Economy, Consumer Behavior in the Service Context
- Week 2:** Consumer Behavior in the Service Context (Contd.), Positioning Services in Competitive Markets, Developing Service Products
- Week 3:** Developing Service Products (Contd.), Global Marketing of Services, Distributing Services through Physical and Electronic Channels, Setting Prices and Implementing Revenue Management (Contd.)
- Week 4:** Setting Prices and Implementing Revenue Management (Contd.), Promoting Services and Educating Customers, Designing and Managing Service Processes
- Week 5:** Designing and Managing Service Processes (Contd.), Balancing Demand and Productive Capacity, Crafting Service Environment
- Week 6:** Managing People for Service Advantage, Managing Relationships and Building Loyalty
- Week 7:** Managing Relationships and Building Loyalty (Contd.), Complaint Handling and Service Recovery, Improving Service Quality and Productivity
- Week 8:** Improving Service Quality and Productivity (Contd.), Striving for Service Leadership, Creating the Seamless Service Firms