

SERVICES MARKETING



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SERVICES MARKETING

UNIT-I

Marketing of Services: Introduction - The Concept of Service-Nature - Characteristics of Services - Classification of Services-Nature-Service Economy.

UNIT-II

Marketing Mix in Services Marketing: The seven Ps - Product Decisions, Pricing Strategies and Tactics, Promotion of Services and Placing or Distribution Methods for Services - Additional Dimensions in Services Marketing - People, Physical Evidence and Process.

UNIT-III

Consumer Behaviour in Services: Search-Experience and Credence property, Customer Expectation of Services, Factors influencing customer expectation of services, Customer perception of services- Factors that influence customer perception of service, Service encounters Customer Satisfaction.

UNIT-IV

Service Quality-The dimensions of quality-GAP model of service quality-Measuring service quality using SERVQUAL- SERVPERF, Strategies for services marketing. Strategies for Dealing with Intangibility, Inseparability and Perish Ability.

UNIT-V

MARKETING OF SERVICES WITH SPECIAL REFERENCE TO

- (a) Financial Services
- (b) Health Services
- (c) Hospitality Services (Travel, Hotels and Tourism.)
- (e) Insurance Services
- (f) Communication and IT Services
- (g) Educational Services

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