

UNIT - II

Marketing Mix in Services Marketing

Learning Objectives

After going through this lesson, you should be able to:

- Understand the role of marketing mix in the marketing program of a service firm
- Know the sub-elements that comprise each of the marketing mix elements
- Learn how the 7 Ps combine to create effective marketing programs

In this lesson, the following will be discussed:

- Product management decisions
- Channel management
- Marketing communications
- Pricing basis, objectives and approaches
- People's role in service firms
- Service scapes and their roles
- Service blueprinting

Introduction

Marketing strategy involves segmenting the market, targeting one or more segments and positioning the product/service towards the targeted segment(s). After marketers select a target market, they direct their activities towards profitably satisfying that segment.

Although they must manipulate many variables to reach this goal, marketing decision making can be divided into four areas: product, price, place (distribution) and promotion (marketing communication). The total package forms the marketing mix – the blending of the four elements to fit the needs and preferences of a specific target market. These are the four variables that a marketer can use in different combinations to create value for customers.

Service Marketing Notes For Bba Kerala University

M Tight



Service Marketing Notes For Bba Kerala University:

Indian Books in Print, 2002 **Marketing of Services** Dr. Sudhinder Singh Chowhan, 2015-04-11 The book is highly useful to both the academics and administrator Marketing Management is the key for survival growth of any organization Business scenario is changing at a fast pace in order to meet the existing need organisation are forming and adopting new strategy for timely success It is the need of hour to learn all new policies measures and their implications with reference to legal frame work foreign investment taxation competition monetary and technology policies *Services Marketing in a Changing Environment* Thomas M. Bloch, Gregory D. Upah, Valarie A. Zeithaml, 1985 *Services Marketing C.* Bhattacharya, 2009 While most books on marketing and services are readable very few take the student s viewpoint and set out to answer the question Is it understandable in the affirmative This book and its pedagogy has been designed precisely with this in mind v Design The book has a consistency of design that is innovative with aesthetic appeals v Opening and Closing Cases Every chapter begins and ends with a case The cases introduce the primary theme and issues discussed in the chapter and closes with analytical tasks for the students The cases are original pertaining to Indian situations companies and protagonists helping the Indian students to connect v Objectives Every chapter has clear learning expectations get a glimpse of the chapter context and their respective importance v End of chapter Questions The questions are many and have been designed carefully to enhance learning for the students There are elements of research project work and academic exercises in them v Illustrations The book is generous with pleasing and informative charts tables and diagrams v Glossary The Appendix at the end of the book contains a glossary of services and marketing terminologies v Marketing models In addition to the text the appendix also contains major marketing models mentioned in the text which are frequently used by the marketers v How to do cases The Appendix also contains an useful section for all students a template for case discussion and analysis There are four parts in the book Part I takes an overview look at the major differences between services and goods and their characteristics classifications and different models It methodically analyses the section on the local domestic and international conditions and environment factors that have affected services It also examines the importance of Relationship Marketing in services Part II examines in depth the marketing of services It looks sweepingly and with depth at marketing planning and strategy service buying behaviour knowledge management and marketing research in services and the seven marketing mix variables for services Part III is about the assessment of service delivery and customer relationship management Part IV deals exclusively with comprehensive service cases The cases are in addition to the opening and closing cases The book lucidly explains the basic concepts of services and marketing and fills a long standing need of the students for a book on both services and marketing Essentials of Services Marketing Jochen Wirtz, 2012-08-31 Make it easy for students to understand Clear Simple Language and Visual Learning Aids The authors use simple English and short sentences to help students grasp concepts more easily and quickly The text consists of full colored learning cues graphics and diagrams

to capture student attention and help them visualize concepts Know Your ESM presents quick review questions designed to help students consolidate their understanding of key chapter concepts Make it easy for students to relate Cases and Examples written with a Global Outlook The first edition global outlook is retained by having an even spread of familiar cases and examples from the world's major regions 40% from American 30% from Asia and 30% from Europe Help students see how various concepts fit into the big picture Revised Framework An improved framework characterized by stronger chapter integration as well as tighter presentation and structure Help instructors to prepare for lessons Enhanced Instructor Supplements Instructor's Manual Contain additional individual and group class activities It also contains chapter by chapter teaching suggestions Powerpoint Slides Slides will feature example based teaching using many examples and step by step application cases to teach and illustrate chapter concepts Test Bank Updated Test Bank that is Test Gen compatible Video Bank Corporate videos and advertisements help link concept to application Videos will also come with teaching notes and or a list of questions for students to answer Case Bank Cases can be in PDF format available for download as an Instructor Resource

Services Marketing Management Peter Mudie, Angela Pirrie, 2006 This text provides a practical approach to the service industry with a specific focus on the management and marketing elements It includes pedagogical features such as exercises and mini cases to consolidate learning and make it student friendly and is suitable for students on marketing business and hospitality courses

Services Marketing Management Hans Kasper, Piet van Helsdingen, Mark Gabbott, 2014-09-23 In order to deliver excellent service quality it is critical to understand create and deliver real value to all stakeholders The second edition of Services Marketing Management has been thoroughly revised and restructured to provide the students with an overview of services marketing from this clear strategic orientation It includes A linking of five core guiding principles market orientation assets and capabilities characteristics of services internationalization and the value concept New coverage of electronic services Many Service Practice boxes featuring examples from all of the world End of chapter review questions and practical assignments Full length cases at the end of the book with accompanying exercises This is a welcome second edition firmly establishing it as a leading international text on strategic services marketing Though completely revised it retains the unique focus of the original on care for the individual and the understanding creation and delivery of value to customers with the authors bringing their topic vividly to life through numerous international examples Clearly written and logically structured it will be an invaluable resource for services marketing and management courses at all levels Professor Graham Hooley Aston Business School An up to date comprehensive and truly global treatment of services marketing management with new insights for every reader Leonard L Berry Distinguished Professor of Marketing Mays Business School and author of *Discovering the Soul of Service* This book is a very valuable addition to the services marketing literature Its logical structure and clarity of expression will make it extremely appealing to students and lecturers Steve Oakes University of Liverpool This is a must for students teachers and practitioners in services marketing Kjell Gr

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Roland T. Rust, Anthony J. Zahorik, Timothy L. Keiningham, 1996 Brings customer satisfaction and service quality to the forefront as central concepts that are vital to any organization's success through a multifunctional perspective. Written to provide professors the greatest flexibility in preparing their courses. Instructors will appreciate the comprehensive Instructor's Manual that includes detailed teaching notes for all of the cases. *Services Marketing: Text and Cases, 2/e* Harsh V. Verma, 2012 *Services Marketing and Management* Audrey Gilmore, 2003-06-02 This text provides an overview of the characteristics and underlying principles of delivering services in today's marketplace and places these issues in the context of the frameworks and activities of various types of organization such as financial services, tourism, charities, and museums.

Services Marketing Ravi Shanker, 2002 *Services Marketing Text Readings* is an anthology of original works of corporate leaders from the India Services Sector. In addition, a detailed section deals with the conceptual issues of services marketing. The organization of the book is as follows: Services Marketing Conceptual Issues, Understanding Services Phenomenon, Role of Services in Economy, Services Characteristics and Marketing Implications, Marketing Mix in Services, The Traditional 4Ps, Extended Marketing Mix for Services, Differentiation Strategies, Demand Management and Productivity, Services Quality, Services Strategies, Sector Specific Marketing Challenges and Practices, Tourism and Travel Services, Transportation and Logistics Services, Financial Services, Information Technology and Communication Services, Media Services, Health Care Services, Professional Services, Educational and Extension Services, Public Services. **Principles of Services Marketing**

Adrian Palmer, 1994 Covering management of the service counter and recovery from service failure, customer care and information as a source of competitive advantage, this text is introduced by a discussion of the difference between goods and service marketing. **Services Marketing and Management** Balaji B., 2002 Concept Of Service, Service Characteristics, Service Expectations, The Service Product, Service Location, Pricing For Services, Promotion Services, The Service Process, Physical Evidence, People And Services, Internal Versus External Marketing. Services Marketing Vasanti Venugopal & Raghu V.N., 2009 **Essentials of Services Marketing** K. Douglas Hoffman, John E. G. Bateson, 2001 The primary objective of *Essentials of Services Marketing* Concepts, Strategies, Cases 2e is to provide materials that not only introduce the student to the field of services marketing but also acquaint the student with specific customer service issues. The business world now demands, in addition to traditional business knowledge, increasing employee competence in customer satisfaction, service quality, and customer service skills that are essential in sustaining the existing customer base.

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