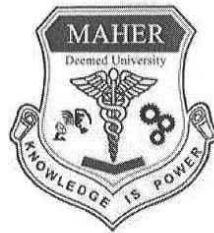


MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH

(MEENAKSHI UNIVERSITY)

Chennai – 600 078

Institute of Distance Education



Post Graduate Diploma in Service Marketing Management

(PGDSMM)

REGULATIONS AND SYLLABUS

(Candidates admitted from 2013-2014 onwards)

P.G. Diploma in Service Marketing Management (1 year)

Paper	SUBJECT	Exam. Hours	Max Marks		
			Ext.	Int.	Total
I	Service Economy & Business Opportunities	3	75	25	100
II	Customer relationship Management	3	75	25	100
III	Quality Management	3	75	25	100
IV	Service Strategy	3	75	25	100
V	Perform Management & Consumer Protection	3	75	25	100
	Project work	-	25	75	100
			Total Marks		600

P.G. Diploma in Services Marketing Management (1 year)

Course Outline

Aim:

At the end of the course the student will have an understanding of the service economy, the nature of services, assessing business opportunities, segmenting management, marketing communications, service delivery, pricing, employee relationship management, customer relationship management and brand management.

Course Detail

Module	Learning Units	No. of Hours	Exam Hrs.	Internal Assessment Marks	External Theory Marks	Total Marks
Paper I	Service Economy & Business Opportunities <ul style="list-style-type: none"> • The service economy • Nature of services • Characteristics of services • Service marketing mix. 	2	3	25	75	100
	<ul style="list-style-type: none"> • Competitive strategies • Marketing research • Perceptual mapping • Segmenting and targeting the market • Positioning the service • Preparing a business plan 	4				
Paper II	Customer relationship Management <ul style="list-style-type: none"> • Consumer behavior leading to Purchase • Consumer experience • Post-experience behavior • Business buying 	2	3	25	75	100
	<ul style="list-style-type: none"> • Customers expectations from services • Customer perceptions of service • Customer research • Customer defined service standards 	4				

Paper III	5. Quality management	Quality Management & Marketing communications <ul style="list-style-type: none"> • Service quality • Technical and functional quality • Determinants of service quality • Gap model • Kano's model 	4				
	6. Marketing communications	<ul style="list-style-type: none"> • The communications mix • Advertising • Promotions • Personal selling • Public relations and publicity • Events and experiences • Direct marketing • Word-of-mouth marketing • Internet marketing • Integrated marketing communications 	4	3	25	75	100
Paper IV	7. Service design and development	Service Strategy. <ul style="list-style-type: none"> • Challenges to services design • New service development • Developing the service blueprint • Quality function deployment • Service innovations 	4				
	8. Service delivery channels	<ul style="list-style-type: none"> • Direct channels • Franchising • Agents and brokers • Internet channels • Channel conflict and its resolution • Assuring quality and consistency across channels 	2	3	25	75	100
	9. Service delivery physical evidence	<ul style="list-style-type: none"> • Physical evidence • Role of the servicescape • Creating the servicescape 	2				

7

10. Service delivery: Employee roles	<ul style="list-style-type: none"> Employee roles in service delivery Matching customer expectations Matching demand with capacity 	2				
11. Service delivery: Customer roles	<ul style="list-style-type: none"> Customer co-production Customer roles Service failure and recovery Customer satisfaction and delight 	2				
Paper V	Perform Management & Customer Protection					
12. Pricing	<ul style="list-style-type: none"> Types of customer value Methods of pricing Prices as indicator of quality Matching price to value 	2				
13. Brand management	<ul style="list-style-type: none"> Brand equity Brand consistency Brand audit 	2	3	25	75	100
14. Managing performance and Growth	<ul style="list-style-type: none"> Customer relationship management Balanced score card Strategies for growth 	2				
15. Ethical issues and consumer protection	<ul style="list-style-type: none"> Ethical issues Consumer protection act. 	2				
	Total hours	40				
	Project work		-	25	75	100
	Total Marks			150	450	600
References:						
1. Services Marketing, Zeithaml, Bitner, Gremler & Pandit, TMH Publication.						
2. Marketing of Services, Hoffman & Bateson, Cengage Learnings						
3. Services Marketing, Rao, Pearson Education.						
4. Services marketing, Concepts & Cases, Bhattacharjee, Excel Books						
5. Service Management, Operations, Strategy, Information Technology, Fitzsimmons & Fitzsimmons, McGraw Hill.						
6. Service Marketing 3 rd Edition, Zeithaml & Bitner, McGraw Hill.						
7. Service Management, 4 th Edition, Fitzsimmons, McGraw Hill.						