



INTEGRAL UNIVERSITY
FACULTY OF COMMERCE AND MANAGEMENT

Value Added Course

on

Services Marketing: Focus on Sustainable Development

Registration Link: <https://meet.google.com/skn-hsoo-xqf>



Source: Scoopskiller.com

TEXT & CASES



Source: Sun India Ruchika Sharma

Services marketing are a specialized branch of marketing. Services marketing emerged as a separate field of study in the early 1980s, following the recognition that the unique characteristics of services required different strategies compared with the marketing of physical goods.

Unlike products, services are purchased based on the perceived value they'll provide. From a buyer's point of view, the skill competency level itself doesn't really matter, rather the end result produced by those skills.

For example, an online advertising campaign can be optimized manually by an expert or by technology tools. As long as the result of the two actions is the same, the service will say "online advertising optimization"

As a result of being defined as a value, service marketing means you need to build a high level of trust with your audience, for them to feel comfortable enough to sign the contract and trust you to hold the skills required to deliver the promised value.

Services marketing typically refer to both business to consumer (B2C) and business-to-business (B2B) services, and includes marketing of services such as:

- Telecommunications services
- Financial services

- All types of hospitality Services
- Tourism Leisure
- Entertainment services
- Car rental services
- Health care services
- Professional services and trade services

Need of the Course

This course Services Marketing: Concepts and Applications offered by Department of Commerce & Business Management, Faculty of Commerce & Management as a Value Added Course for UG students including B.Tech students aims to introduce learners to the immensity of opportunities and challenges related to the marketing and managing of services. The participants of this course will gain a thorough understanding of the characteristics, conceptualization, design, and delivery of services. They will also understand and appreciate the coordinated organizational effort through marketing, human resources and operations in delivering a superior service.

Key USP of the program:

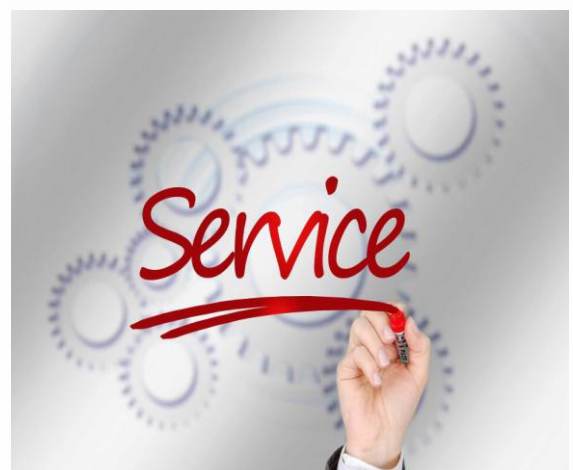
1. You are looking to start a career in Logistics & Supply Chain Management but lacks the basic background.
2. You are fascinated by how the global economy is linked together by the flow of products, information, and finances.
3. You are working with people in Supply Chain Management and want to understand their daily challenges better.

Possible Career paths:

<ul style="list-style-type: none"> ➤ <i>Public Relations Manager.</i> ➤ <i>Advertising Manager.</i> ➤ <i>Media Buyer.</i> ➤ <i>Brand Manager.</i> ➤ <i>Chief Marketing Officer.</i> ➤ <i>Event Planner.</i> ➤ <i>Promotions Manager.</i> ➤ <i>Digital Marketing Manager.</i> 	<ul style="list-style-type: none"> ➤ <i>Market Researcher</i> ➤ <i>Data Analyst</i> ➤ <i>Copywriter</i> ➤ <i>Restaurant Manager</i> ➤ <i>Hospital Administrator</i> ➤ <i>Car Rental Services</i> ➤ <i>Hotel Manager</i> ➤ <i>Tour Planner</i>
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Learning outcomes

- ✓ *To know the meaning of services & its marketing*
- ✓ *To understand the importance of people in services marketing*
- ✓ *To Identify the major elements needed to improve the marketing of services*
- ✓ *To compare the services marketing in traditional commercial marketing, e-marketing and non commercial environments*
- ✓ *To Appraise the nature and development of a services marketing strategy*
- ✓ *Develop an understanding of the roles of relationship marketing and customer service in*



This is an online course. Lectures shall be conducted during weekends, on Saturdays between 2-4 pm and Sundays between 2 – 5 pm.

Course Platform :	Google Class/ILI -LMA
Conduct of sessions :	Blend Mode
Duration :	4 weeks, 30 hours
Registration :	05 July 2022 onwards
Course Commencement :	09 July, 2022
End of Course :	08 August, 2022
Contact Person: Dr. Rizwana Atiq	9621077583

Eligibility:

- Under Graduate / Post-Graduate in Management or equivalent degree from any recognized University or Institute
- Working Professionals

Coordinator of the Course

- **Dr. Rizwana Atiq**

Name of the Instructors

- Dr. Adeel Maqbool
- Dr. Rizwana Atiq
- Dr. Noor Alam Khan
- Dr. Orooj Siddiqui

Industry Expert

- Mr. Danish Faheem
Regional Manager –Alcon

Value Added Course in Services Marketing: Focus on sustainable Development

Schedule of Classes

Module	Syllabus	Timing
Module-1	<p>Basics of Service Marketing Nature of services, types of services, characteristics of services, differentiation between goods and services, Service Continuum <i>[by Dr. Adeel Maqbool]</i></p>	4:00 to 6:00 PM
Module-2	<p>Marketing Mix of Services Marketing Mix,:- Service product, Packaging the service Pricing in services, Promotion in Services,, Services Distribution. <i>[by Dr Orooj Siddiqui]</i></p>	4:00 to 6:00 PM
	<p>Focus on the Augmented Mix of Services:- Process in various services, The need of Physical Evidence in services, and People in services marketing. <i>[by Dr. Rizwana Atiq]</i></p>	3:00 to 5:00 PM
Module-3	<p>Services Quality Service Quality, GAP Model of Service Services Quality: The various gaps and the reasons of those gaps. Service Marketing Triangle. <i>[by Dr. Rizwana Atiq]</i></p>	3:00 to 5:00 PM
	<p>Focus on Customer Consumer behavior in services, Customer expectations of service:- Maximum and minimum levels of expectation, Zone of tolerance Relationship marketing. <i>[by Dr. Noor Alam Khan]</i></p>	
Module-4	<p>Practical Training</p> <ul style="list-style-type: none"> • Customer Relationship Management • Customer Service Skills • Social Media Marketing • The Art of Selling <p><i>[by Dr. Adeel Maqbool]</i></p> <p>Case Studies</p> <p><i>[By Mr. Danish Faheem.]</i></p>	4:00 to 6:00 PM
Module-5	<p>Sustainable Development and Service marketing Meaning of sustainable development, Need for sustainable development, Incorporation of sustainable development in Services Marketing. <i>.[by Dr. Rizwana Atiq]</i></p>	3:00 to 5:00 PM

