

XLRI JAMSHEDPUR  
SERVICES MARKETING  
Course Description and Schedule  
Term Six, 2001-2002

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**Course Objectives:**

Planning and implementing the marketing strategy for service products requires a different sort of approach, which is different from the traditional goods marketing. The objective of this course is to acquaint the students to the uniqueness of the services characteristics and its marketing implications. The intent of the course is to discuss, measure and analyze several facets in the area of services marketing essential for the success of a service sector firm.

**References:**

1. Rust, Roland T., Anthony J. Zahorik and Timothy L. Keiningham (1999), *Service Marketing*, Addison-Wesley.
2. Zeithaml, Valerie A., A. Parasuraman and Leonard L. Berry (1990), *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, The Free Press.
3. Lovelock, Christopher H. (1991), *Services Marketing*, 2<sup>nd</sup> Ed., Prentice Hall.
4. Haksever, C., Barry Render, Roberta S. Russell and Robert G. Murdick (2000), *Service Management and Operations*, Prentice Hall.
5. Bateson, John E.G. and K.D. Hoffman (1991), *Managing Services Marketing: Text and Readings*, The Dryden Press.
6. Heskett, James L., W. Earl Sasser Jr. and Leonard A. Schlesinger (1997), *The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value*, The Free Press.
7. Selected articles from Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Sciences, Journal of Retailing, Journal of Services Research and Marketing Science.

**Cases:**

1. Club Med (A)
2. Shouldice Hospital Limited
3. Euro Disney: An American in Paris
4. A Measure of Delight: The Pursuit of Quality at AT&T Universal Card Services (A)

**Readings:**

1. Zeithaml, Valerie A., A. Parasuraman and Leonard L. Berry (1985), "Problems and Strategies in Services Marketing," *Journal of Marketing*, 49, Spring, 33-46.

2. Anderson E.G., C. Fornell and R.T. Rust (1997), "Customer Satisfaction, Productivity and Profitability: Differences between Goods and Services," *Marketing Science*, 16 (2), 129-145.
3. Parasuraman A., Valerie A. Zeithaml and Leonard L. Berry (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, 49, Fall, 41-50.
4. Parasuraman A., Valerie A. Zeithaml and Leonard L. Berry (1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, 64(1), 12-40.
5. Anderson, Eugene W., Claes Fornell and Donald R. Lehmann (1994), "Customer Satisfaction, Market Share and Profitability: Findings From Sweden," *Journal of Marketing*, 58, 53-66.
6. Zeithaml, Valerie A. (2000), "Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn," *Journal of the Academy of Marketing Sciences*, 28 (1), 67-85.
7. Rust, Roland T. and Richard L. Oliver (2000), "Should We Delight the Customer?" *Journal of the Academy of Marketing Sciences*, 28 (1), 86-94.
8. Berry, Leonard L. (2000), "Cultivating Service Brand Equity," *Journal of the Academy of Marketing Sciences*, 28 (1), 128-137.
9. Rust, Roland T., Anthony J. Zahorik and Timothy L. Keiningham (1995), "Return on Quality (ROQ): Making Service Quality Financially Accountable," *Journal of Marketing*, 59, 58-70.
10. Nachum Lilach (2000), "The Productivity of Intangible Factors of Production: Some Measurement Issues Applied to Swedish Management Consulting Firms," *Journal of Service Research*, 2 (2), 123-137.
11. Szymanski, David M. (2001), "Modality and Offering Effects in Sales Presentations for a Good versus a Service," *Journal of the Academy of Marketing Sciences*, 29 (2), 179-189.

**Course Assignments:**

1. *Case Study:* Cases will involve real life problem, which a service marketer faces. Students will analyze and present the cases either individually. All students are expected to prepare for and contribute to the case discussion. A written report for each case has to be submitted before the discussion of that case in the class.
2. *Group Project:* Projects will involve selecting a research problem in the services industry e.g. relationship between service quality delivered to the customers and profitability of a firm (the actual topics will be announced later). It will involve measuring the perceptions of the customers of a particular sector like banks and validate your research model. Prior knowledge in Marketing Research techniques is an absolute necessity.
3. *Quizzes:* There will be a number of unannounced quizzes on the assigned reading materials and the cases.
4. *Examinations:* There will be only one end term examination (closed book) and no mid-term examination.

**Assessment:**

Case Presentation and Case Write-Up (Individual)	15%
Group Project	40%
Quizzes	15%
End Term Examination	30%
Total	100%

**Grading Pattern:**

Range of Marks	0-35	36-40	41-45	46-50	51-54	55-64	65-74	75-84	85-100
Grades	F	D	D+	C	C+	B	B+	A	A+

**Course Schedule :**

Session	Topic	Books and Chapters	Journal Articles
1	Service Marketing: Uniqueness and challenges	Book 1: Ch 1, 3 Book 3: Ch 1-3	1
2.	Service Marketing Strategies	Book 1: Ch 4, 5 Book 3: Ch 4, 5	
3	Case 1		
4	Managing Demand for Services	Book 1: Ch 2 Book 3: Ch 6 Book 4: 11, 15	
5	Pricing of Services	Book 3: Ch 9 Book 5: Ch 6	
6	Case 2		
7	Project Presentation: Research Framework		
8	Communication of Services	Book 3: Ch 10 Book 5: Ch 7	8
9	Delivering of Services	Book 3: Ch 7 Book 5: Ch 4	11
10	Case 3		
11	Project Presentation: Research Instrument		
12	Service Quality	Book 2: Ch 2-7	3, 4
13	Customer Satisfaction and Delight	Book 1: Ch 9-11	7
14	Case 4		
15	Service Profit Chain	Book 6: Ch 2, 3	6
16	Quality and Profitability	Book 1: Ch 12, 13	5
17	Return on Quality	Book 1: Ch 14	9
18	Service Productivity	Book 4: Ch 13	2, 10
19	Project Presentation: Findings and Implications		
20	Project Presentation: Findings and Implications		