

## Services Marketing Syllabus

Week/Module	Topics
<b>Week 0</b>	<ul style="list-style-type: none"> <li>• Demo Video</li> <li>• Welcome to the course</li> <li>• Course Schedule</li> <li>• Grading Policy</li> <li>• Exam Details</li> <li>• FAQ</li> </ul>
<b>Week 1: Fundamentals of Services Marketing</b>	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Nature &amp; Characteristics of Services</li> <li>• Service Encounters</li> <li>• Consumer Behaviour</li> <li>• Strategic &amp; Tactical Aspects of Services Marketing</li> <li>• Expert Insights</li> </ul>
<b>Week 2: Service Product &amp; Branding</b>	<ul style="list-style-type: none"> <li>• What is a Service Product</li> <li>• Product Level Framework</li> <li>• Flower of Services</li> <li>• Branding Services</li> <li>• Brand Equity in Services</li> <li>• New Service Development</li> <li>• Expert Insights</li> </ul>
<b>Week 3: Price &amp; Promotion of Services</b>	<ul style="list-style-type: none"> <li>• Pricing Challenges</li> <li>• Pricing Program</li> <li>• Revenue Management</li> <li>• Internal Marketing</li> <li>• Communication Strategy &amp; Implementation</li> <li>• Advertising Services</li> <li>• Digital Marketing</li> <li>• Expert Insights</li> </ul>
	Mid – Term Assessment
<b>Week 4: Place &amp; Process Decisions</b>	<ul style="list-style-type: none"> <li>• Methods of Service Delivery</li> <li>• Role of Intermediaries</li> <li>• Franchising</li> </ul>

	<ul style="list-style-type: none"> <li>• Service Process</li> <li>• Developing a Service Blueprint</li> <li>• Self Service Technologies (SSTs)</li> <li>• Application of Service Blueprint</li> <li>• Expert Insights</li> </ul>
<b>Week 5: People &amp; Physical Evidence</b>	<ul style="list-style-type: none"> <li>• Frontline Service Employees</li> <li>• People Management Strategies</li> <li>• Service Leadership &amp; Service Climate</li> <li>• Service Environment</li> <li>• Servicescape Model</li> <li>• Designing Servicescapes</li> <li>• Expert Insights</li> </ul>
<b>Week 6: Service Excellence</b>	<ul style="list-style-type: none"> <li>• Enabling Service Excellence</li> <li>• Delivering Value</li> <li>• Service Failure &amp; Recovery</li> <li>• Service Quality</li> <li>• Customer Loyalty</li> <li>• Expert Insights</li> </ul>
	End – Term Assessment

### Final Exam Details:

If you wish to obtain a certificate, you must register and take the proctored exam in person at one of the designated exam centres. The registration URL will be announced when the registration form is open. To obtain the certification, you need to fill out the online registration form and pay the exam fee. More details will be provided when the exam registration form is published, including any potential changes. For further information on the exam locations and the conditions associated with filling out the form, please refer to the form.

### Grading Policy:

Assessment Type	Weightage
Mid-Term & End-Term	25%
Final Exam	75%

**Certificate Eligibility:**

- 40% marks and above in Mid Term & End Term
- 40% marks and above in the final proctored exam

***Disclaimer: In order to be eligible for the certificate, you must register for enrolment and exams using the same email ID. If different email IDs are used, you will not be considered eligible for the certificate.***