

MARKETING FOR SERVICES

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P R E F A C E

It gives us immense pleasure in presenting the first edition of the book titled “Marketing for Services” presented for students of post graduate and graduate courses. This book is a master piece for both students and faculties to understand the matters related to Services Marketing in simple format.

The book covers the syllabi of M.B.A, M.Com, B.Com.(Hons), B.B.A and other Commerce and Management courses of different universities and institutions.

In recent decades, the marketing environment is posing a challenge to marketing in general and services marketing in particular. The Global perspectives are transformed beyond our wildest imaginations in the last century. Today, in most of the developed world over 70% of the GDP is contributed through service industry, while over 80% of the work force is employed in service sector. In the developing countries like India, over 60% of the GDP is being contributed by services and majority of the work force is employed in service sector. It identifies that there is an increase in technology advancement and adoptability to the innovations, efficiency in productivity are marginalized with a paradigm shift of occupation and output towards services. This subject provides a context to the discipline of marketing of services in which students will be introduced to the service sector through learning about a range of characteristics of services management. Students will develop capacity to classify and assess the services through a critical perspective to improve the outcomes within a range of service settings. The present book covers all the basic elements which are required for the said subject with different concepts. This book is very user friendly in terms of right to the topic intended to study.

This book covers nine chapters consists of Introduction to Marketing in first chapter, Marketing Environment in second chapter, Marketing Mix in the third chapter, Services Management in the fourth chapter, Tourism and Travel Services in the fifth Chapter, Banking and Insurance Services in sixth Chapter, Healthcare and Education Services in seventh Chapter, Hospitality Services in eighth Chapter and Emerging issues in Marketing and Services management in ninth Chapter. The book is more worthy to own and the constructive suggestions from the reading community are expected to further strengthen the present edition.

We thank all the well wishers, reading community and Almighty for the grace, encouragement and support. We also thank Publishers VSRD Academic Publishing (A Division of Visual Soft India Private Limited) for their keen interest in the book.

 Dr. S. Nagabhushana

 Dr. G.H. Nagaraj

ACKNOWLEDGEMENT

We thank almighty for showering his substantial blessings and giving us the determination in preparing this book.

In writing this book we have benefited immensely from the studies of a number of books and the articles written by scholars spread over various books, journals and magazine. We are grateful to them.

We are sure this book will prove extremely useful to students and teachers alike. This book would not have seen the light, but for the grace of God and the blessings and support of our family members and friends.

We are quite confident, though, that the book can also be adopted and used successfully. We believe that the book is even suited for self-study.

This book will provide an up-to-date first foundation for informed discussion of today's national and global issues.

 Dr. S. Nagabhushana

 Dr. G.H. Nagaraj

OBJECTIVE

The objective is to familiarize the students with the principles of marketing and focus them towards marketing management with different aspects of services and services management.

UNIT 1: INTRODUCTION TO MARKETING

Meaning and definition - Goals – Concepts of Marketing – Approaches to Marketing – Functions of Marketing – Marketing Management: meaning - process – functions - importance.

UNIT 2: MARKETING ENVIRONMENT

Meaning – Demographic- Economic – Natural – Technological – Political – Legal – Socio Cultural Environment - Market segmentation and consumer behaviour - Meaning and Definition - Bases of Market Segmentation – Consumer Behavior – Consumer decision making process - Factors influencing Consumer Behavior.

UNIT 3: MARKETING MIX

Meaning – elements – Product – product mix, product line – product life cycle – product planning – New Product development – branding - packing and packaging. pricing – factors influencing pricing, methods of pricing (only meaning), and pricing policy - physical distribution, meaning, factors affecting channels, types of marketing channels, promotion –meaning and significance of promotion – personal selling and advertising – direct marketing.

UNIT4: SERVICES MANAGEMENT

Introduction - Meaning of Services – Concepts - Characteristics of Services – Classification of Services – Marketing mix in service industry– Growth of Service Sector – Service processes – Building Customer Loyalty - Managing the Service Sector.

UNIT 5: TOURISM AND TRAVEL SERVICES

Introduction – Evolution of Tourism industry – Concept and Nature of Tourism – Significance of Tourism Industry- Market segmentation in tourism- Marketing mix of Tourism - Recent Trends in Tourism and Travel Services.

UNIT 6: BANKING AND INSURANCE SERVICES

Banking - Introduction – Traditional Services – Modern Services – Recent Trends in Banking Services - Insurance - Introduction – Meaning and Definition of Insurance – Types of Insurance – Life Insurance – Products of Life Insurance – General Insurance – Types of General Insurance.

UNIT 7: HEALTHCARE AND EDUCATIONAL SERVICES

Hospitals – Evolution of Hospital Industry – Nature of Service – Risk involved in Healthcare Services – marketing of medical services – Hospital extension services – Pharmacy, nursing – medical Transcription . Educational services - A brief insight into Indian Education System – Issues in Education – Modern Trends in Education Service.

UNIT 8: HOSPITALITY SERVICES

Hotels, Facilities: the Guest Cycle; Classification of hotels; Marketing mix of hospitality industry

UNIT 9: EMERGING ISSUES IN MARKETING AND SERVICES SECTORS

Concept marketing - E-business – Tele-marketing – M-Business – Green Marketing - Relationship Marketing – Customer Relationship Management – database marketing – gorilla marketing - Contribution of services sector to GDP, Employment Generation and export - FDI in services sector Growth of services sector in India.

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