Indian Institute of Technology Guwahati
Proposal for a New Course/ ~~Revision of a Course~~

Course Number & Title: BM 651H & Service Marketing	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):	
Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ……)	
Understanding services; Creating Value in the Service Economy; SERVQUAL – Assessing the Gaps model of service quality; Understanding Customers; Customer satisfaction; Service Design and Innovation; CRM and Experience Management; Customers Role in Service Delivery; Employee Role in Service Delivery; Service Recovery; Pricing in Services; Managing Demand, Capacity and Financial Considerations; Technology in Services.	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".	

	Texts: (Format: Authors, *Book Title in Italics font*, Volume/Series, Edition Number, Publisher, Year.)
1.	Wirtz, J., Lovelock, C., & Chatterjee, J., *Services Marketing*, 8th Edition, Pearson, 2017.
2.	Hoffman, K. D., & Bateson, J. E., *Services marketing: concepts, strategies, & cases*, 5th Edition, Cengage Learning, 2016.
3.	

	References: (Format: Authors, *Book Title in Italics font*, Volume/Series, Edition Number, Publisher, Year.)
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
Total Number of Lectures =		