

MDP 22: Managing & Marketing of Services

Introduction

Marketers have long realised that managing of services requires a different mindset when compared to selling and producing goods. The programme looks at the unique nature of intangibility of services that leads to distinctiveness in the conception, design, delivery, purchase, consumption and communication. The programme also examines the implications of relationships, customer satisfaction, service recovery and other critical elements in services management and marketing.

Benefits of attending

- Developing an understanding of the unique challenges involved in marketing and managing services.
- Identifying the various components of the 'services marketing mix'. This includes the traditional four Ps plus the physical environment, processes, and the people involved in service transactions.
- Deciphering key issues concerning the managing and measuring of service quality and customer satisfaction.
- Analysing the intertwined role of service personnel and customers with respect to service delivery, service failures, and service recovery issues.
- Recognising key issues in service organisations such as managing supply and demand, relationship management, and the overlap in marketing, operations management, and human resource systems.

Program Contents

Consumer Behaviour in Service Context
SERVQUAL Model
Positioning of Services
Developing Services
Distribution of Services
Pricing and Revenue Management
Balancing Demand and Capacity
Managing People
Building Loyalty
Complaint Handling

Who should attend?

Executives working in the service sector

Program Pedagogy

Lectures, Group and Individual Exercises, Role Plays

Duration

2 Days

Program Directors:

Dr Etinder Pal Singh



Dr Etinder Pal Singh is currently working as Professor at Apeejay School of Management, Dwarka, where he heads the PGDM program and the Marketing area. Prior to this, he was Director, Executive Development, with Northpoint Centre of Learning, a Lintas Group Initiative. He is an MBA & PhD in Business Management, having 20+ years record of achievement and demonstrated success while providing leadership in highly competitive markets of US, Canada & India. His research interests include Branding, Leadership, Relationships (Interpersonal, Employer-Employee & Client-Vendor), CRM, and Consumer Behaviour.

The clients with whom he has worked in past include: Cottage Emporium, BHEL, Katha, Fabrique Research UK, KPIT, Infiniti Retail, Kotak Mahindra, Honeywell, Market Rx, Optimix-ING, Bharti Axa Life, Standard Chartered, Lintas, Sandoz, Cognizant Technologies, Triton Communications, Lufthansa, WNS, Seahorse Group and Geometric Ltd., amongst others.

Prof. Ruchi Malik



Prof. Ruchi Malik is presently working as an Assistant Professor at Apeejay School of Management, Dwarka. She has done her M. Phil in the area of Retail from Department of Business Economics, University of Delhi. She has around 14 years of experience in teaching and research. She has presented papers in international as well as national conferences. She has also contributed a review paper, which was published in a journal of international repute. Her key areas of interest are: Marketing Management, Retail Management, Research Methodology, Consumer Behaviour and Loyalty Management.