

CONTENTS

Chapter 1: SERVICES : THE CONCEPT

- Service : The Concept
- Classification of Services
- Goods and services : A Comparative Analysis
- Nature and Characteristics of Services
- 7-S Framework
- Services Marketing
- Reasons for growth of Services
- Role of Services in Economy
- Growth and Importance of the Service Sector

Chapter 2 : MARKETING MIX IN SERVICE INDUSTRY

- Introduction
- Product
- Price
- Place
- Promotion
- People
- Physical Evidence
- Process

Chapter 3 : BUILDING CUSTOMER LOYALTY: SERVICE FAILURE AND RECOVERY

- Introduction
- Steps in Service Design
- Service Failure
- The Impact of Service Failure and Recovery
- Service Recovery Strategies
- Guideline for the Effective Service Recovery System
- Benefits of Effective Complaint Handling
- Solving Problems and Preventing their Recurrence

Chapter 4 : TOURISM MARKETING

- Tourism – Meaning
- Tourism Marketing : Introduction
- Features of Tourism Marketing
- Market Segmentation

Chapter 5 : TRANSPORTATION MARKETING

- Introduction
- Different mode of transportation
- Marketing Mix
- Market Segmentation

Chapter 6 : AIRLINES MARKETING

- Introduction
- Marketing Mix
- Product
- Price
- Place
- Promotion

Chapter 7 : BANKING MARKETING

- **Introduction**
- Bank Marketing : The concept
- Marketing Process in Banks

Chapter 8: INSURANCE MARKETING

- Introduction to Insurance marketing
- Policy Servicing
- Marketing Organisation
- New channels of Distribution in Insurance Sector
- Critical issues in Insurance Marketing

Chapter 9 : LEASING MARKETING

- Introduction
- Marketing Perspective of Leasing
- Lease Marketing

Chapter 10 : MARKETING OF HEALTH CARE SERVICES

- National Aids Control Organization
- National Cancer Control Program
- National Program For Control Of Blindness
- Emergency Management And Research Institute
- Family planning program

Chapter 11 : HOSPITAL MARKETING

- Introduction
- Types of Hospital
- Hospital Marketing
- Marketing Department
- Marketing Process
- Marketing Strategies
- Marketing Strategies of few Big Branded Hospitals

Chapter 12 : EDUCATIONAL SERVICES MARKETING

- Introduction
- Type of educational institute
- Marketing mix

Chapter 13 : HOTEL MARKETING

- Introduction
- Types of Accommodation

- Nature of Hotel Marketing
- Marketing Mix
- Summary

Chapter 14 : TELECOM MARKETING

- Telecommunication
- Telecom Regulatory Authority of India (TRAI)
- List of telephone operating companies in India
- Concept of Telecom Marketing

Case Studies