DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY

SCHOOL OF COMMERCE & MANAGEMENT

M.B.A. SEMESTER – IV (SPECIALIZATION) (MARKETING)

1. SERVICE RELATIONSHIP MARKETING

Sr. No.	Unit
1	**Basics of service marketing** • Introduction • Characteristics of service marketing • Classification of service marketing • Importance of service marketing • Service marketing mix • Keywords • Exercise
2	**Role and growth of service in the economy** • Introduction • Service definition • Dependency of manufacturing of service • Economic evolution • Stage of economic development • Source of service setter growth • Keywords • Exercise
3	**Marketing mix of services** • Introduction • Product • Place • Promotion • Pricing • People • Process • Physical evidence • Keywords • Exercise
4	**Challenges of Service Marketing** • Introduction

	• Intangibility • Lack of ownership • Perishability • Heterogeneity • Interactivity • Keywords • Exercise
5	**Service marketing models** • Introduction • Managing service • Service demand • Service pricing • Service guarantees • Complaint management • Employee incentives • Customizing service • Keywords • Exercise
6	**Introduction to consumer relationship management** • Introduction • Customer satisfaction & delight • Customer expectation • Customer satisfaction measurement & analysis • Customer retention & duration of relationship • Word of mouth • Keywords • Exercise
7	**CRM and marketing** • Introduction • Web marketing • Email marketing • Analyzing customers buying behavior online • Forecasting future marketing • Building business impact models • Keywords • Exercise
8	**Data mining and technology in CRM** • Introduction • Role of data mining in CRM • Benefits of data mining on CRM • sales forecasting • Market segmentation • Making quick & smart business decisions • Fraud detection • Increasing customer loyalty

	• Predict number for warranty claims • Keywords • Exercise
9	**Evaluating consumer loyalty** • Consumer loyalty means • Importance of consumer loyalty • The three is of customer loyalty reward, reorganization relevance • Customer loyalty metrics • Net promoter secure (NPS) • Repeat purchase rate (RPR) • Upsell ratio • Customer lifetime value (CLV) • Customer loyalty index (CLI) • Customer engagement score (CES) • Red emption rate • Active engagement rate • Participation rate • Keywords • Exercise
10	**CRM Practices in specific industries.** • Introduction • Clearly define the business problem, defined benefits and metrics • Find an educative sponsor and form governance team • Always keep the big picture in mind • Focus more on business processer than technology • Implement change Management measures • Keywords • Exercise