



भारतीय प्रबंधन संस्थान जम्मू
Indian Institute of Management Jammu

MANAGEMENT DEVELOPMENT PROGRAM

Developing Effective Services Marketing Strategies

Enable decision-making to understand the basis of effective service delivery and marketing principles.

PROGRAM DATES

21st September 2024 to
09th November 2024



PROGRAM
DIRECTOR

Dr. Rambalak Yadav
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PROGRAM DELIVERY

Online Classes

14 sessions **1.5** hours each

Sessions

Every Weekend
On Saturdays and Sundays

Developing Effective Services Marketing Strategies

This course is designed to enable decision-making and understand the basis of effective service delivery to clients. The course will strive to familiarize the participants with various services marketing principles, design, delivery, services gap and service recovery, etc., that can be specifically applied to the various services such as banking, retail, insurance, hospitality, aviation, IT, media, education, etc.

This course will provide a learning of dynamic service environment that will focus on practical applications of services marketing concepts and techniques. Further, this course will help in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Participants will be introduced to and will have the opportunity to work on strategies that address these challenges and help develop a customer-oriented mindset.

KEY PROGRAMME HIGHLIGHTS/USP

Helpful for marketing managers and participants dealing in services sectors.

Helpful for participants dealing with customer-facing roles.

Insights from a mix of academic and industry experts.

Case studies-based teaching and discussion.

COURSE OBJECTIVES

The course aims to deepen the understanding of various concepts of services marketing, such as:

	Understand the concept of Services Marketing.		Understanding the role of customers and employees in service sectors.
	To assess the services gap model and its importance for managers.		Consumer behavior in services contexts.
	Managing service failure and effective service recovery.		Managing customer relationships.

PEDAGOGY

The program will be highly experiential and interactive, comprising of:

Lecture and Discussions

Case studies from Harvard and Ivey Publishing

Sessions by Industry Experts

FEE

INR 24,000 +18% GST

Early Bird Registration

INR 22,000 +18% GST

10th August 2024

Last Date of Registration for Program Fees

12th September 2024



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WHO SHOULD ATTEND

	Middle-level and junior-level managers in the service sectors		Working professionals interested/employed in service sectors.
	Managers from B2C /B2B organizations handling customer-centric & service-based roles		Early career professionals keen to expand their understanding and advance their knowledge related to services sector.