

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Services Marketing: A Practical Approach

Subject Co-ordinator - Dr. Biplab Datta

Co-ordinating Institute - IIT - Kharagpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction
- Lecture 2 - Why Study Services Marketing Management?
- Lecture 3 - The Service System
- Lecture 4 - Characteristics of Services
- Lecture 5 - Understanding the Macro-Environment - I
- Lecture 6 - Understanding the Macro-Environment - II
- Lecture 7 - Understanding the Macro-Environment - III and Understanding the Micro-Environment - I
- Lecture 8 - Understanding the Micro-Environment - II
- Lecture 9 - Services Marketing Process
- Lecture 10 - Exploring Marketing Opportunities - I
- Lecture 11 - Exploring Marketing Opportunities - II
- Lecture 12 - Segmenting the Market, Targeting and Positioning
- Lecture 13 - Services Marketing Research
- Lecture 14 - Understanding Consumer Behaviour
- Lecture 15 - New Service Development
- Lecture 16 - The Service Product
- Lecture 17 - Service Quality - I
- Lecture 18 - Service Quality - II
- Lecture 19 - Designing the Service Process - I
- Lecture 20 - Designing the Service Process - II
- Lecture 21 - Developing Service Personnel
- Lecture 22 - Educating Customers
- Lecture 23 - Managing Service Delivery Channels
- Lecture 24 - Managing Channel Conflict
- Lecture 25 - Managing Demand and Capacity - I
- Lecture 26 - Managing Demand and Capacity - II
- Lecture 27 - Designing the Physical Evidence
- Lecture 28 - Managing Integrated Marketing Communications - I
- Lecture 29 - Managing Integrated Marketing Communications - II

Get Digi-MAT (Digital Media Access Terminal) For High-Speed Video Streaming of NPTEL and Educational Video Courses in LAN

www.digimat.in

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

- Lecture 30 - Pricing the Service
- Lecture 31 - Managing Customers
- Lecture 32 - Managing Service Recovery
- Lecture 33 - Providing Service Guarantees
- Lecture 34 - Consumer Protection
- Lecture 35 - Case Study - I
- Lecture 36 - Case Study - II
- Lecture 37 - Case Study - III
- Lecture 38 - Case Study - IV
- Lecture 39 - Case Study - V