

Course list



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Services Marketing: A Practical Approach

₹1,000.00

Prof. Biplab Datta

IIT Kharagpur

*Additional GST and optional Exam fee are applicable.

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SKU: IIT Kharagpur Category:
NPTEL self paced courses
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Description	Additional information	Certification Process
Course Details	Reviews (0)	

Course Details

Week 1: Introduction, Why Study Services Marketing Management?, The Service System, Characteristics of Services, Understanding the Macro-Environment

Week 2: Understanding the Micro-Environment, Services Marketing Process, Services Marketing Research, Exploring Marketing

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Opportunities, New Service Development, Segmenting the Market, Targeting and Positioning, Understanding Consumer Behaviour, The Service Product, Service Quality, Designing the Service Process

Week 3: Developing Service Personnel, Educating Customers, Managing Service Delivery Channels, Managing Channel Conflict, Managing Demand and Capacity, Designing the Physical Evidence, Managing Integrated Marketing Communications, Pricing the Service, Managing Customers, Managing Service Recovery, Providing Service Guarantees, Consumer Protection

Week 4: Case Studies in Services Marketing-1, Case Studies in Services Marketing-2, Case Studies in Services Marketing-3, Case Studies in Services Marketing-4, Case Studies in Services Marketing-5





NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
BAKIYALAKSHMI
for successfully completing the course

Services Marketing: A Practical Approach

with a consolidated score of **47** %

Online Assignments	12.83/25	Proctored Exam	33.68/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
(4 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur

 Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG35S44371184

To validate the certificate 

No. of credits recommended: 1 or 2



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
BHAVADHARANI
for successfully completing the course

Services Marketing: A Practical Approach

with a consolidated score of **50** %

Online Assignments	11.67/25	Proctored Exam	38.27/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
(4 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur

 Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG35S44372875

To validate the certificate



No. of credits recommended: 1 or 2



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
JAI REAKA J
for successfully completing the course

Services Marketing: A Practical Approach

with a consolidated score of **55** %

Online Assignments	11.75/25	Proctored Exam	42.86/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
(4 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur

**Indian Institute of Technology Kharagpur**

**swayam**
Free Online Education

Roll No: NPTEL23MG35S44375116

To validate the certificate 

No. of credits recommended: 1 or 2



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
S PRAVIN KUMAR
for successfully completing the course

Services Marketing: A Practical Approach

with a consolidated score of **52** %

Online Assignments	11.75/25	Proctored Exam	39.8/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
(4 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur

 Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG35S34375566

To validate the certificate 

No. of credits recommended: 1 or 2



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
S SRIRAM SUDHIR
for successfully completing the course

Services Marketing: A Practical Approach

with a consolidated score of **44** %

Online Assignments	12.25/25	Proctored Exam	32.15/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
(4 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur

 Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG35S34370558

To validate the certificate 

No. of credits recommended: 1 or 2



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
SOUNDARYA NATARAJ
for successfully completing the course

Services Marketing: A Practical Approach

with a consolidated score of **47** %

Online Assignments	12.25/25	Proctored Exam	35.21/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
(4 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur

 Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG35S44376542

To validate the certificate 

No. of credits recommended: 1 or 2



NPTEL Online Certification

(Funded by the MoE, Govt. of India)

This certificate is awarded to
WINCY
for successfully completing the course

Services Marketing: A Practical Approach

with a consolidated score of **45** %

Online Assignments	11.67/25	Proctored Exam	33.68/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
(4 week course)


Prof. Debjani Chakraborty
Coordinator, NPTEL
IIT Kharagpur

 Indian Institute of Technology Kharagpur



Roll No: NPTEL23MG35S34372779

To validate the certificate 

No. of credits recommended: 1 or 2