



SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH CENTRE, Nasik
Department of Management Studies

Name of the Program: - Guest Lecture on “Service Marketing”

Day & Date:- Thursday, 02nd February 2017

Objective: -

- 1. To give Students insight about Service Marketing & career opportunities in Service marketing*
- 2. To highlight the basic difference between product & services*

About The Program:

Department of Management studies had organized a guest lecture on “Service Marketing “ for MBA-I & II year students. The Guest speaker was Mr Faizan Mukaddam Research Manager & Co-founder of Dynasights . He was Felicitated by Prof Rahul Mandale. In his lecture he briefed about what is service marketing all about . he laid the foundation to differentiate between the 4Ps & Service Marketing P’s . he was of the opinion that service Marketing is all about “Experience”. He also explained how 3Ps of service marketing are more effective than traditional Marketing 4Ps . He added that service marketing helps in identifying the customer perception & experience . he also said organization should focus more on maximizing the service marketing potential by relationship marketing, internal marketing and with supplementary services to customers. At the end he mentioned few industries specifically were service marketing plays a vital role Hotels, Tourism, Airlines, Banking and Insurance, Telecom, IT, Advertising, Broadcasting, Health Care & Consultancy.

Outcome:

- 1. Students got a brief idea about what actually service marketing is all about*
- 2. Students also got insight about Products & Services*

Photograph



