

B.COM SEM - VI
MIC - VII (SERVICE MARKETING)
TOPIC - SCOPE OF SERVICE

Scope of Service

The scope of service in service marketing refers to the wide range of activities, sectors, and functions involved in the creation, delivery, and management of services to satisfy customer needs. With the growing importance of the service sector in modern economies, service marketing has expanded beyond traditional business functions and now plays a vital role in economic development, employment generation, and customer satisfaction.

Service marketing covers a variety of service industries such as banking, insurance, education, healthcare, tourism, hospitality, transportation, communication, retailing, information technology, and professional services like consultancy and legal services. Each of these sectors requires a unique marketing approach due to the intangible, inseparable, perishable, and variable nature of services. Hence, the scope of service marketing is broader and more complex than that of goods marketing.

One important area within the scope of service marketing is service design and development. It involves planning and designing service processes, service delivery systems, and customer experiences to ensure consistency and quality. This also includes service innovation and customization according to changing customer expectations. Another major area is pricing of services, which requires careful consideration of costs, demand, competition, and perceived value, as services cannot be stored or easily standardized.

The scope of service marketing also includes promotion and communication of services. Since services are intangible, marketing efforts focus on building trust, brand image, and credibility through advertising, personal selling, digital marketing, and word-of-mouth communication. Equally important is distribution or service delivery, which ensures that services are made available to customers at the right place and time through physical locations, online platforms, or intermediaries.

Human resources play a significant role in service marketing. Therefore, the scope also extends to people management, including employee training, motivation, and behavior management, as employees directly interact with customers and influence service quality. Additionally, process management and physical evidence are essential components, as they help customers evaluate the service and enhance their overall experience.

In conclusion, the scope of service marketing is vast and dynamic, covering multiple industries and managerial functions. It integrates marketing, operations, and human resource management to deliver superior value to customers. As the service sector continues to grow, the scope of service marketing will further expand, making it a crucial subject for businesses and economies worldwide.