

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

NPTEL Video Course - Management - NOC:Services Marketing: Integrating People, Technology, Strategy

Subject Co-ordinator - Prof. Z. Rahman

Co-ordinating Institute - IIT - Roorkee

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

Lecture 1 - New Perspectives on Marketing in the Service Economy - Part 1
Lecture 2 - New Perspectives on Marketing in the Service Economy - Part 2
Lecture 3 - New Perspectives on Marketing in the Service Economy - Part 3
Lecture 4 - Consumer Behavior in the Service Context - Part 1
Lecture 5 - Consumer Behavior in the Service Context - Part 2
Lecture 6 - Consumer Behavior in the Service Context - Part 3
Lecture 7 - Positioning Services in Competitive Markets - Part 1
Lecture 8 - Positioning Services in Competitive Markets - Part 2
Lecture 9 - Developing Service Products - Part 1
Lecture 10 - Developing Service Products - Part 2
Lecture 11 - Developing Service Products - Part 3
Lecture 12 - Distributing Services through Physical and Electronic Channels - Part 1
Lecture 13 - Distributing Services through Physical and Electronic Channels - Part 2
Lecture 14 - Setting Prices and Implementing Revenue Management - Part 1
Lecture 15 - Setting Prices and Implementing Revenue Management - Part 2
Lecture 16 - Setting Prices and Implementing Revenue Management - Part 3
Lecture 17 - Promoting Services and Educating Customers - Part 1
Lecture 18 - Promoting Services and Educating Customers - Part 2
Lecture 19 - Promoting Services and Educating Customers - Part 3
Lecture 20 - Designing and Managing Service Processes - Part 1
Lecture 21 - Designing and Managing Service Processes - Part 2
Lecture 22 - Balancing Demand and Productive Capacity - Part 1
Lecture 23 - Balancing Demand and Productive Capacity - Part 2
Lecture 24 - Balancing Demand and Productive Capacity - Part 3
Lecture 25 - Crafting Service Environment - Part 1
Lecture 26 - Crafting Service Environment - Part 2
Lecture 27 - Managing People for Service Advantage - Part 1
Lecture 28 - Managing People for Service Advantage - Part 2
Lecture 29 - Managing Relationships and Building Loyalty - Part 3

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- Lecture 30 - Managing Relationships and Building Loyalty - Part 1
- Lecture 31 - Managing Relationships and Building Loyalty - Part 2
- Lecture 32 - Managing Relationships and Building Loyalty - Part 3
- Lecture 33 - Complaint Handling and Service Recovery - Part 1
- Lecture 34 - Complaint Handling and Service Recovery - Part 2
- Lecture 35 - Complaint Handling and Service Recovery - Part 3
- Lecture 36 - Improving Service Quality and Productivity - Part 1
- Lecture 37 - Improving Service Quality and Productivity - Part 2
- Lecture 38 - Improving Service Quality and Productivity - Part 3
- Lecture 39 - Striving for Service Leadership and Creating the Seamless Service Firms - Part 1
- Lecture 40 - Striving for Service Leadership and Creating the Seamless Service Firms - Part 2
- Lecture 41 - Listening Customers Through Research - Part 1
- Lecture 42 - Listening Customers Through Research - Part 2
- Lecture 43 - Customer-Focused Organization: Structure, Resources and Service Process - Part 1
- Lecture 44 - Customer-Focused Organization: Structure, Resources and Service Process - Part 2
- Lecture 45 - Customer-defined service standards - Part 1
- Lecture 46 - Customer-defined service standards - Part 2
- Lecture 47 - Service Innovation and Design - Part 1
- Lecture 48 - Service Innovation and Design - Part 2
- Lecture 49 - Service Innovation and Design - Part 3
- Lecture 50 - Management of public and private nonprofit service organizations - Part 1
- Lecture 51 - Management of public and private nonprofit service organizations - Part 2
- Lecture 52 - The Financial and Economic Impact of Service - Part 1
- Lecture 53 - The Financial and Economic Impact of Service - Part 2
- Lecture 54 - The Financial and Economic Impact of Service - Part 3
- Lecture 55 - Globalization of Services: Service Management in the International arena
- Lecture 56 - Technology and its Impact on Service and their Management - Part 1
- Lecture 57 - Technology and its Impact on Service and their Management - Part 2
- Lecture 58 - Technology and its Impact on Service and their Management - Part 3
- Lecture 59 - Transforming a Manufacturing Firm into a Service Business - Part 1
- Lecture 60 - Transforming a Manufacturing Firm into a Service Business - Part 2