

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

NPTEL Video Course - Management - NOC:Strategic Services Marketing

Subject Co-ordinator - Prof. Kalpak Kulkarni

Co-ordinating Institute - IIT - Roorkee

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

- Lecture 1 - Services and their Unique Characteristics
- Lecture 2 - Services in Modern Economy
- Lecture 3 - Trends and Challenges in Services Marketing
- Lecture 4 - Service Marketing Mix and Value Creation
- Lecture 5 - Services Ecosystem and Stakeholder Analysis
- Lecture 6 - Customer Journey Mapping and Touchpoint Analysis
- Lecture 7 - Designing memorable customer experiences
- Lecture 8 - Personalization and Customization in Services
- Lecture 9 - Emotional and Sensory marketing in Services
- Lecture 10 - Technology-enabled customer experiences
- Lecture 11 - Service Design Thinking and Design-driven Innovation
- Lecture 12 - Open Innovation and Collaboration in Services
- Lecture 13 - Crowdsourcing and customer involvement in service development
- Lecture 14 - Managing Service Failures and Service Recovery Strategies
- Lecture 15 - Leveraging Customer Feedback for Continuous Improvement
- Lecture 16 - Digitalization of Services and Digital Service Platforms
- Lecture 17 - Online Customer Engagement and Social Media Marketing
- Lecture 18 - Mobile Marketing and Location-based Services
- Lecture 19 - Artificial Intelligence and Chatbot Integration in Services
- Lecture 20 - Blockchain and its application in service industries
- Lecture 21 - Data-driven Decision-making in Services Marketing
- Lecture 22 - Customer Analytics and Segmentation Strategies
- Lecture 23 - Predictive Analytics for Personalized Marketing
- Lecture 24 - Sentiment Analysis and Social Listening in Services
- Lecture 25 - Ethical Considerations in Handling Customer Data
- Lecture 26 - Building a Strong Service Brand Identity
- Lecture 27 - Brand Positioning and Differentiation Strategies
- Lecture 28 - Online Brand Management and Reputation Monitoring
- Lecture 29 - Managing Brand Extensions and Brand Partnerships

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- Lecture 30 - Internal Branding and Aligning Employees with the Brand
- Lecture 31 - Measuring and Improving Service Quality
- Lecture 32 - SERVQUAL and Other Service Quality Measurement Tools
- Lecture 33 - Service Guarantees and Service-level Agreements
- Lecture 34 - Service Recovery Strategies and Complaint Handling
- Lecture 35 - Cultivating a Culture of Service Excellence
- Lecture 36 - Pricing Strategies for Services and Value-based Pricing
- Lecture 37 - Dynamic Pricing and Revenue Optimization Techniques
- Lecture 38 - Bundling and Packaging Strategies in Service Pricing
- Lecture 39 - Subscription Models and Revenue Diversification
- Lecture 40 - Pricing Strategies for Freemium and Subscription-based Services
- Lecture 41 - Cultural Nuances and Their Impact on Service Marketing
- Lecture 42 - Adapting Services for Different Cultural Contexts
- Lecture 43 - Global Branding and Localization Strategies
- Lecture 44 - Managing Diversity and Inclusivity in Service Delivery
- Lecture 45 - Cross-cultural Communication and Customer Relationship Management
- Lecture 46 - Sustainable practices and corporate social responsibility in services
- Lecture 47 - Environmental consciousness and green marketing
- Lecture 48 - Eco-friendly service design and operations
- Lecture 49 - Ethical sourcing and responsible supply chain management
- Lecture 50 - Consumer attitudes towards sustainable services
- Lecture 51 - Developing service leadership skills
- Lecture 52 - Motivating and empowering service employees
- Lecture 53 - Service culture and service-oriented organizational behaviour
- Lecture 54 - Training and development for service excellence
- Lecture 55 - Managing service teams and fostering collaboration
- Lecture 56 - Innovations in Service Delivery and Technology
- Lecture 57 - Augmented Reality and Virtual Reality in Services
- Lecture 58 - Internet of Things (IoT) in Service Ecosystem
- Lecture 59 - Servitization and Product-Service Systems
- Lecture 60 - Future Prospects and Challenges in Services Marketing