

**Service Marketing: A practical approach**  
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**Lecture 39**  
**Case Study V**

Hello there, so today we are in the last session of our course on services marketing, a practical approach.

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# **EDUCATION AND EXTENSION SERVICES**

## **Education Services Marketing**

And this is case study number five and we will conclude with this case studies series. So this is education and extension services. So we are talking of educational service marketing.

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## **Introduction**

Marketing of education services is a subject with wide coverage. It starts at the school age and matures into intermediate and higher education. Education is classified as a pure service with dominant intangibility content. Before understanding the marketing of education service, we have to understand education as service.

As an introduction, this marketing of education services is a subject with wide coverage. It starts at the school age and matures into intermediate and higher education. Education is classified as a pure service with dominant intangibility content. Besides the books etc that is given, the rest of the services are intended. Before understanding the marketing of education service, we have to understand education as a service.

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## Education as a Service

- **Intangibility:** Education provides intangible benefits such as knowledge, aptitude, expertise and skills with the help of infrastructure and teaching equipment (Tangibles) and Faculties expertise (Intangible).
- **Perishability:** In education production and consumption are simultaneous activities.
- **Inseparability:** It is impossible to separate service from the service provider. Involvement of the teacher is an essential element of service delivery.



So education, has the 7Ps and as the service the education will have the four characteristics of intangibility, perishability, inseparability and variability. So, the education provides intangible benefits such as knowledge, aptitude, expertise and skills with the help of infrastructure and teaching equipment which are tangibles and faculty expertise which are intangible.

So next we have perishability, so in education production and consumption are simultaneous activities. Inseparability, it is impossible to separate service from the service provider. Involvement of the teacher is an essential element of service delivery.

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## Criteria for Choosing Institution to Apply

- Reputation of institution
- Number of applicants
- Placement record
- Faculty
- Range of course offer
- Fees
- Infrastructure



So the criteria for choosing institution to apply is the reputation of the institution, the number of applicants, placement record, faculty, range of courses offered, fees and infrastructure. These are all the points on which a prospective consumer or a prospective student would apply to an institution, would choose to apply to an institution.

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## Service Mix in Education Services Marketing

- **Product:** range, quality level, brand name, placements, training, workshop and seminar.
- **Price:** Fees, payment terms, discounts, scholarships, perceived value, other facility, placement record, ownership type (public or private).
- **Place:** Location, accessibility, online classes, distance education.
- **Promotion:** Advertisement, publicity, word mouth, public relation, hoardings.



So the service mix in education services marketing, there are this seven elements of services marketing mix. First is the product, that is the range, quality level, brand name, placements, training, workshop and seminar. so these are the products of the educational services. Prices in the form of fees, payment terms, discounts, perceived value, other facility, placement record, ownership type either public or private.

So based on whether public or private, usually the private of schools would charge higher price than the public ones which are supported by the government. Place, location, accessibility, online classes, distance education. These are means of distributing the educational services. So the promotion like advertisement, publicity, word of mouth, public relation, hoardings like that we can use to promote the education services or communicate about a particular services through the prospective to the students.

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### **Service Mix in Education Services Marketing**

- **People:** Teaching staff, non teaching staff, qualification, interpersonal behavior, personnel training.
- **Physical evidence:** Building, logo, library, lab, cafeteria, computers, teaching aids, Wi-Fi.
- **Process:** Registration, admission, online, regular classroom education, distance learning, examination, evaluation.



People are very important in the education services mix, they are the teaching staff, non-teaching staff, qualification, interpersonal behavior, personnel training. So these are all important. Physical evidence like building, logo, library, lab, cafeteria, computers, teaching aids, wifi, these are the parts of physical evidence. The process, registration, admission, online, regular classroom education, distance learning, examination, evaluation, so these are some of the process of education services.

All of this Ps of the education services must be looked at very closely and should be at the top order in the education services for reputation and for students to choose a particular service.

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## Summary

Education was never an important utility as it today. In this industry demand is always higher than supply, so many private players enter in this market to grab the opportunity. There is a big difference in the quality of education in government and private institutions. Marketing of Education services is social marketing but it grows rapidly and emerges as most profitable industry especially in the field of technical and professional education. People are the crucial element in this industry.



So as a summary, education was never an important utility as it today. In this industry demand is always higher than supply, so many private players enter in this market to grab the opportunity. There is a big difference in the quality of education in government and private institutions. Marketing of education services is social marketing but it grows rapidly and emerges as most profitable industry especially in the field of technical and professional education.

People as I have said are the crucial element in this industry. So we people, the teachers, the educational administrators if they are good then they will provide services and the name of the institution is recognized by the people and the students will try to join such recognized institutes in order to get a good degree.

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## EDUCATION AND EXTENSION SERVICES

Training Services Marketing

Education and extension services, then there are training services marketing.

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## Introduction

Training is providing or enhancing skills to perform a particular job. It is a crucial element of human resource management. In most organizations, there is training and development department. However there is significant increase in the number of independent training organisations. There is general assumption that training professionals are not good marketers. This may result in low pay and poor credibility. Training is providing or enhancing skills to perform a particular job.

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## Stages of Training

1. Pre-job
2. Induction
3. On-the-job
4. Basic specialized
5. Basic management
6. Specialized management
7. Top management

(Source: Taimni, K. K. *Training and development of human resources cooperatives*, Sarin Bros., 1979.)

So these stages of training are pre-job, induction, on-the-job, basic specialized, basic management, specialized management and top management. So these are the seven stages of training.

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### Stages of Training

1. Pre-job
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The 7Ps of training services are product, the training method, duration of program, schedule, trainers, skills, teaching aids etc. The place, the location, interactive video, online, classroom, on the job, off the job. Price that includes the budget, fees, trainer cost, line manager cost and other expenses.

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### 7P's of Training Services Marketing

- **Promotion:** personal selling, public relations, free seminar, workshop, mail and newsletters.
- **People:** trainer, supporting staff, personality and behavior of trainer, motivation, specialized.
- **Process:** need generation, training, evaluation, feedback.
- **Physical evidence:** training equipment, location, infrastructure, training materials



Promotion is to personal selling, public relations, free seminar, workshop, mail and newsletters. People these are very crucial like in the education services marketing, so here the trainer, supporting staff, personality and behavior of trainer, motivation is very important. The specialization of the people is very important. The process, the need generation, the training, the evaluation and the feedback. These are the important process.

The physical evidence, that is the training equipment, location, infrastructure training materials. These are the important parts of the physical evidence of the training services which gives through to the students according to the quality of the education services.

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## Summary

Technology is changing at a fast pace, so proper training is required to cope up with uncertain changes in the environment. Trainer should be efficient enough to teach new knowledge in simple and effective manner. They have to move out of the activity trap and be result oriented. Trainers should promote training through seminars and interactive sessions. They should also equip with efficient training methods to satisfy need of the clients.



So as a summary, technology is changing at a fast pace, so proper training is required to cope up with uncertain changes in the environment. Trainer should be efficient enough to teach new knowledge in simple and effective manner. They have to move out of the activity trap and be result oriented. Trainers should promote training through seminars and interactive sessions. They should also equip with efficient training methods to satisfy the need of the clients.

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## EDUCATION AND EXTENSION SERVICES

Agriculture Extension Services  
Marketing

Next we come to education and extension services, so agriculture extension services.



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## **Introduction**

In India more than 75% population live in rural area and agriculture and agriculture related work are their main source of income. With the rapid growth in agriculture technology it is need of time to ensure availability of quality inputs and efficient distribution of output. Now-a-days modern agriculture technologies are replacing traditional methods of agriculture. To maximize agriculture output, latest technology must reach the farmers without much time lag. Indian Council of Agricultural Research (ICAR), NGO, Industry groups, rural development institutions and banks are major promoters of agricultural extension services.



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To maximize agriculture output, latest technology must reach the farmers without much time lag. Indian council of agricultural research ICAR, NGO, industry groups, rural development institutions and banks are major promoters of agricultural extension services.

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## **Government Agricultural Extension Program**

- Support to state extension program
- Establishment of Agri-clients and Agri-Business centers
- Kisan Call Centers
- Extension Educational Institutes
- Model Training Course
- Development of mobile application (like mkisan)

So the government agricultural extension program has this six important parts that is the support to state extension program, establishment of agri-clients and agri-business centers, Kisan call centers, extension educational institutes, model training course and the development of mobile application like Kisan.

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## **Agricultural Extension Services by Input Industry**

Among suppliers fertilizer industry has major stake followed by pesticides and seed industry. They provide quality assurance services through sample analysis and promotional campaigns. Many input diagnostic centers have been established by them. These centers help in analysis of fertilizers, seeds and pesticides. These centers also help in production procurement of these inputs.



So the agricultural extension services by input industry, among suppliers fertilizer industry has major stake followed by pesticides and seed industry. They provide quality assurance services through sample analysis and promotional campaigns. Many input diagnostic centers have been established by them. These centers help in analysis of fertilizers, seeds and pesticides. These centers also help in production procurement of these inputs.

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## **Extension Education services**

- Demonstrations
- Mass contact activity
- Water management
- Energy mangement
- Livestock programs
- Strengthening input supply

So the extension education services have the demonstrations, mass contact activity, have the water management, energy management, livestock management, livestock programs and the strengthening input supply.

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## **Special Community Development Program**

- Village adoption
- Gram Vikas project
- Watershed development project
- Farm forestry projects
- Farmers community centers
- Farmer integration program
- Special Projects

The special community development program along with agriculture the communities also develop in many cases, so the village adoption by NGO or somebody, the gram Vikas project, the watershed development project, farm forestry projects, farmers community centers, farmer integration program and the special projects.

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## **Summary**

Agricultural extension is a national priority supported by related industries and NGO. With the advancement of technology free flow of information about it required. Government has introduced many programs to enhance farmers technological knowledge. As farmer is lacking information, agricultural extension services promotion is the crucial element among all.

So as a summary agricultural extension is a national priority supported by related industries and NGO. With the advancement of technology free flow of information about it required. Government has introduced many programs to enhance farmers technological knowledge. As

farmer is lacking information, agricultural extension services promotion is the crucial element among all.

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# PUBLIC SERVICES

## Social Marketing or Public Services Marketing

Then we come to public services like social marketing or public services marketing.

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### Introduction

The term social marketing was introduced in 1971. Social marketing is an approach toward maintaining people's behavior for the benefit of individual and society as a whole. Practically, public service marketing and social marketing are similar. It is increasingly relevant for developing markets.



So, the introduction, the term social marketing was introduced in 1971. Social marketing is an approach toward maintaining people's behavior for the benefit of individual and society as a whole. Practically, public service marketing and social marketing are similar. It is increasingly relevant for developing markets.

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# Process

1. Problem identification
2. Objective setting
3. Market segmentation
4. Consumer analysis
5. Marketing strategy development
6. Implementation
7. Evaluation

The process, problem identification, objective setting, market segmentation, consumer analysis, marketing strategy development, implementation and evaluation, are part of the process.

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## Social Marketing Mix

- **Product:** People must believe that there are problems that need to be solved. Practices, ideas, consultation and service are the main elements of product.
- **Price:** consumers must do or pay either in terms of money, effort, time and any other resources.
- **Place:** Government offices, mass media campaign, websites, electronic or mobile applications.
- **Promotion:** Television, Internet, Radio, posters, pamphlets, direct mail, newspapers.

Social marketing mix, the product, people must believe that there are problems that need to be solved. Practices, ideas, consultation and service are the main elements of product. The price, consumers must to or pay either in terms of money, effort, time and any other resources. The place government offices, mass media campaign, websites, electronic or mobile applications is the important source of marketing mix. Promotion, television, internet, radio, posters, pamphlets, direct mail, newspapers, these are the part of the promotional social marketing.

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# Service Marketing Mix

- **Product:** Share, bonds, mutual funds, investment consultation, tax benefit fund.
- **Price:** Brokerage, service tax, stamp duty, custody charge, discount, processing fees.
- **Place:** Internet, telemarketing, brokers, agents, sales force.
- **Promotion:** advertisement, direct marketing, personal selling, social media.
- **People:** employees, agent, customer support, research team, sales team, customer.
- **Process:** offline and online, standard, less complex
- **Physical evidence:** Documents, office location, office environment.



So the product is share, bonds, mutual funds. Investment consultation, tax benefit fund etc. The price, brokerage, service tax, stamp duty, custody charge, discount, processing fees. The place, internet, telemarketing, brokers, agents, sales force. Promotion, advertisement, direct marketing, personal selling, social media. People, the employees, agents, customer support, research team, sales team, and customer. The process, offline and online, standard and less complex. Physical evidence, documents, office location, office environment. These are all the physical evidence of the service marketing mix.

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## Additional marketing mix

- **Public:** External group (Target audience, policy makers, gatekeepers), Internal Group (Sales team, training team).
- **Partnership:** Collaboration with other community organization (which has similar goal) is required to increase accessibility and demand. Major collaborative organization could be local or national women's groups, corporate sponsors, medical organizations, service clubs or media outlets.
- **Policy:** In changing environment it is difficult to motivate individual behavior change in long run. So, policy should be dynamic and media advocacy program can be effective complement to a social marketing program.
- **Purse string:** From where we will get fund for program? It could be funded by government, foundations, different statutory body



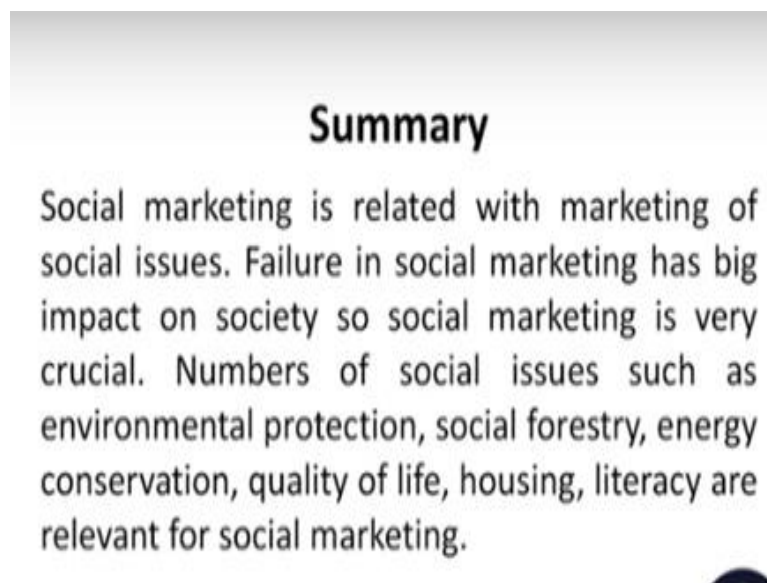
The additional marketing mix for the social marketing is public, external group target audience, policy makers, gatekeepers, internal group sales team, training team. Partnership, collaboration with other community organization which has similar goal is required to increase accessibility and demand. Major collaborative organization could be local or



national womens groups, corporate sponsors, medical organizations, service clubs or media outlets.

Policy, in changing environment it is difficult to motivate individual behavior change in the long run. So policy should be dynamic and media advocacy program can be effective **can be effective** complement to a social marketing program. The purse string from where we will get fund for program?. It could be funded by government, foundations, different statutory body or individuals.

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Thus the summary of social marketing is related with marketing of social issues. Failure in social marketing has big impact on society so social marketing is very crucial. Number of social issues such as environmental protection, social forestry, energy conservation, quality of life, housing, literacy are relevant for social marketing.

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# PUBLIC SERVICES

## Religious Services Marketing

Next we come to another public services which is the religious services marketing.

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### Introduction

Religious service marketing is a kind of non-profit marketing. In religious marketing there are two schools of thought, one is theologians and other is marketer. Both have their own view regarding implementation of marketing in religious sphere.

So religious service marketing is a kind of non-profit marketing. In religious marketing there are 2 schools of thought, one is theologians and other is marketer. So theologians are the religious people who understand the religion well or who have read about the religion or who have go into deep thinking about religion. And there are the marketers, both have their own view regarding implementation of marketing in religious sphere.

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## Criticism

- Wastage of money
- Acts as an instruction in individuals life
- Manipulating
- Against the spirit of leadership
- Violate religion
- People have faith on religious message
- Win-lose principle is practiced
- Customer orientation

The criticism of religious marketing is that wastage of money, it acts as an instruction in individuals life which is manipulating, against the spirit of leadership, violate religion, people have faith on religious message, win lose principle is practiced, and customer orientation is there.

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## Summary

Religious marketing aims to contribute in social and economic development. Although many people have criticized it on different grounds, there is scope of growth in this area in near future.

The summary religious marketing aims to contribute in social and economic development. Although many people have criticized it on different grounds, there is scope of growth in this area in near future. So this is all that is there in the services marketing course. I hope you have gone through the different chapters and learnt something with which you can run a service business or can establish a service business.

So it is very important to understand the services is an important area and important work for the customers, so we must always try to provide good and better services or improve our services day to day. Thank you everybody. Thanking you for going through this course. I hope this helps.