

Services Marketing

Module Code:	MAR6005-A
Academic Year:	2018-19
Credit Rating:	10
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Module Leader:	Mr Martin Haley

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	12
Tutorials	6
Directed Study	80.5
Examinations DO NOT USE	1.5

Availability Periods

Occurrence	Location/Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb -
MSA	Management Development Institute of Singapore (MDIS) / Full Year
MSA	Management Development Institute of Singapore (MDIS) / Semester 2
MSA	Management Development Institute of Singapore (MDIS) / Semester 3
HKA	Resource Development International (RDI), Hong Kong / Full Year (Sept -
IGA	The Institute of Integrated Learning in Management (IILM) (Gurgaon) /
IMA	The Institute of Integrated Learning in Management (IILM) / Semester 2
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To provide you with a comprehensive understanding of the key issues in marketing of services.

To enhance your knowledge of services marketing concepts and theories.

To enhance your knowledge of the development of research in services marketing.

To enable you to apply services marketing techniques and principles in developing ethical and sustainable strategies in services organisations.

Outline Syllabus

Distinctive aspects of services marketing.

Service classification and encounters.

Strategic issues in services.

Relationship Marketing and Customer loyalty management.

Creating and designing services.

Communicating with customers.

Service delivery and service environment creation.

Value creation and pricing in services.

Services quality.

Complaint handling and service recovery.

Capacity and demand management.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1
 - a) critically evaluate the key marketing and customer relationship issues relating to service industries;
 - b) understand the key challenges in marketing services;
 - c) demonstrate critical understanding of the development of the research in the discipline;
 - d) critically appraise the ethical issues related to marketing practices in services industry.
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 - a) critically analyse a service business model and design;
 - b) critically evaluate the fairness in pricing and services design;
 - c) apply a systematic approach in creating and developing customer centre service concepts;
 - d) critically analyse a service delivery system and identify fail points; and e) critically evaluate the key customer relationship issues relating to services industries.
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 - a) effectively define problems, engage in and evaluate a decision making process;
 - b) critically analyse a business situation;
 - c) effectively use information from various sources to enhance decision making;
 - d) effectively present and communicate your ideas and arguments; and critically evaluate your role within a group and effectively contribute to the goal of the group.

Learning, Teaching and Assessment Strategy

This module is delivered across consecutive 12 weeks with a combination of formal lectures and tutorial sessions. Concepts and theories are disseminated in formal lectures, which cover main issues in marketing services and core theories and models in services marketing

as well as ethic and sustainability issues relating to marketing of services, eg fairness in pricing, customer encounter and environmental practice (LOs 1a, 1b, 1c, 1d, 2a, 2b, 2c, 2d, and 2e) and explored in tutorials within which case studies, seminars, videos, group presentation and role play are used (LOs 2a, 2b, 2c, 2d, 3a, 3b, 3c, 3d and 3e). Discipline skills developed using case studies, course exercise and video presentations, inter-personal skills and team work develop through group work supported by members of academic staff throughout all the tutorial sessions together with Blackboard. This enhances and facilitates your learning. Oral feedback will be given during seminars and workshops, written feedback will be given on the group project report.

The assessment comprises a group assignment and closed book examination; the group assignment focuses on assessing the application of the theories and the analysis of service businesses, whereas the closed book examination assesses the understanding of the concepts and theories taught in this module.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Examination - closed book	Examination - closed book	1.5 hours	70%	Yes
Summative	Coursework	Group Project 2500 words Supplementary assessment - individual assignment 1000 words		30%	No

Legacy Code (if applicable)

MAN0711M

Reading List

To view Reading List, please go to [rebus:list](#).