

Module Details	
Module Title:	Interactive Services Marketing
Module Code:	MAR6011-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Management
Subject Area:	Marketing
FHEQ Level:	FHEQ Level 6
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	24
Tutorials	12
Directed Study	164

Availability	
Occurrence	Location / Period
ONA	College of Banking and Financial Studies, Oman / Semester 2 (Feb - May)
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims
To provide a critical evaluation and understanding of the key issues in services marketing and the marketing principles and theories specifically applied to service organisations. To develop knowledge of service marketing concepts and theories and enable you to apply service marketing techniques and principles in developing strategies within service organisations.

Outline Syllabus
Uniqueness of service marketing Frameworks for customer's experiences Marketing strategies for services

Service performance
 Fluctuating demand
 Leveraging people
 Designing service setting
 Managing the customer mix
 Setting price
 Promoting services
 Service quality
 Service recovery
 Studying service failure and success
 Global service issues

Learning Outcomes

1	a) Critically evaluate the key marketing issues relating to service industries; b) Understand the key challenges in services marketing; and c) Demonstrate critical understanding of the development of the research in the discipline;
2	a) Systematically apply service marketing and strategic tools to a service organisation, gaining experience of the formulation and application of Service marketing principles; b) Identify and evaluate the service marketing features of service organisations
3	a) Effectively define problems, engage in and evaluate decision making process; b) Effectively use information from various sources to enhance decision making; c) 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

Lectures will provide information for you to build your knowledge of service marketing issues and develop critical awareness of service marketing dilemmas within organisations (Learning Outcome 1a,1b,1c) Tutorials will provide you with the opportunities to; further investigate these concepts, explore their application within organisations and further develop your analytical and critical evaluation skills (Learning Outcomes 1a,1b,1c,2a,2b). Formative feedback given through tutorial group work and presentations will help you to develop collaborative and presentation skills (Learning Outcomes 3a,3b,3c). Directed study will encourage you to appreciate the complexity of services marketing principles as they apply to and are implemented by organisations (Learning Outcomes 1a,1b,1c,2a,2b). Your learning is assessed by a group report, supported by group meeting minutes (Learning Outcomes 1a,1b,2a,2b,3a,3b,3c) in addition you will be assessed by an individual time constrained examination (Learning Outcomes 1a,1b,1c). Supplementary assessment is by examination and individual assignment.

The module addresses ESD through content on ethics and CSR.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Examination - closed book	2 hours	70%

Summative	Coursework	Group Project 5000 words; Supplementary assessment - individual assignment 2000 words		30%
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Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.